The AMERICAN HOME for March

25¢
In Canada 35¢

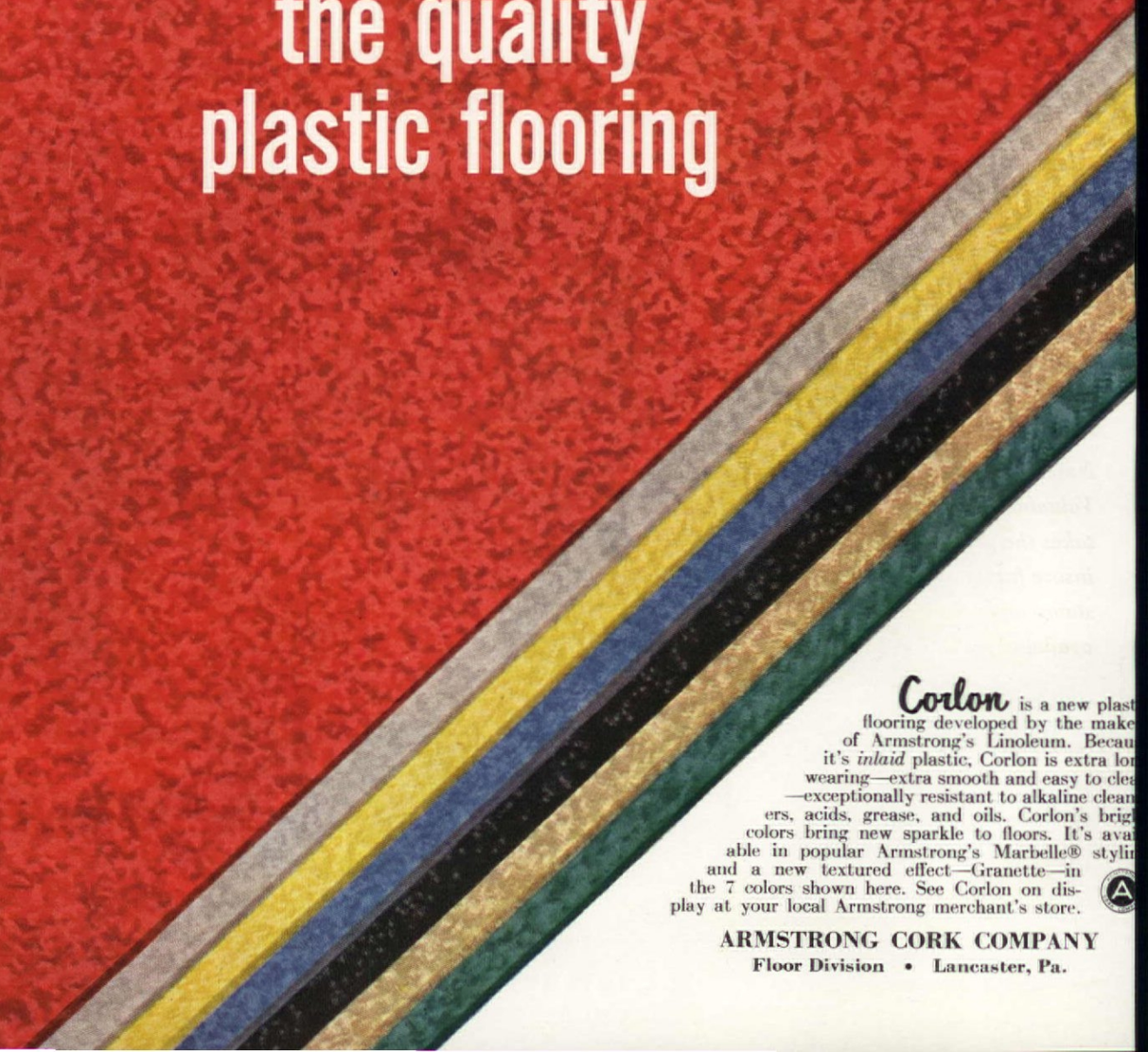


Over 150 Useful Home Ideas — Indoors and Out

ARMSTRONG ANNOUNCES

Corlon®

the quality plastic flooring



Corlon is a new plast
flooring developed by the make
of Armstrong's Linoleum. Becau
it's *inlaid* plastic, Corlon is extra lo
wearing—extra smooth and easy to cle
—exceptionally resistant to alkaline clean
ers, acids, grease, and oils. Corlon's brig
colors bring new sparkle to floors. It's ava
able in popular Armstrong's Marbelle® stylin
and a new textured effect—Granette—in
the 7 colors shown here. See Corlon on dis-
play at your local Armstrong merchant's store.

ARMSTRONG CORK COMPANY
Floor Division • Lancaster, Pa.



You're a perfect target for a loss

unless your Valuable Personal Articles are fully covered by insurance.

Note: Ask your North America Agent about the brand-new Valuable Personal Articles Policy. This single policy takes the place of six separate policies now being used to insure furs, jewelry, silverware, camera equipment, musical instruments, stamp and coin collections. It gives the broadest protection available for a single low premium.*

**Not available in California, Massachusetts, New York and Texas.*

NORTH AMERICA COMPANIES

Insurance Company of North America
Indemnity Insurance Company of North America
Philadelphia Fire and Marine Insurance Company

PROTECT WHAT YOU HAVE©

PIONEERS IN PROTECTION—SERVING WITH 20,000 AGENTS IN THE PUBLIC INTEREST

Bro-ther!
what a line



NICHOLS
NEVER-STAIN
TRADE MARK
Aluminum
CLOTHESLINE

Once up—
always up—summer
and winter

Lasts a lifetime—
won't rot, rust or
crack

Holds all types
of clothespins

For yards,
basements and
attics

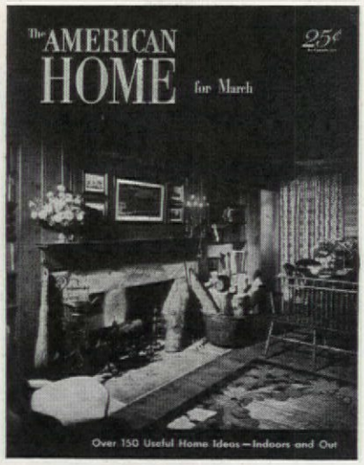
Buy it today—
at your local Hardware store
50 to 300 ft. lengths

2 TYPES AVAILABLE

SOLID
Popular for yards, basements and attics. Easy to put up.

STRANDED
Preferred by many. Pliable and readily adaptable for use with pulleys

NICHOLS
WIRE & ALUMINUM CO.
DAVENPORT, IOWA
World's Largest Manufacturer of Aluminum Nails



Superb simplicity like this takes a lot of doing—you have to know how, when, and where to use just a few things. See page 27. Photograph, F. M. Demarest

Editor
MRS. JEAN AUSTIN

•

Executive Editor
JAMES M. WILEY

Managing Editor
MARION M. MAYER

Art Director
HERMAN E. BARTEL

Assistant Art Director
EDWARD FORTUNA

Copy Director
DORIS BRIAN

Horticultural Editor
E. L. D. SEYMOUR

Building and Maintenance Editor
HUBBARD H. COBB

Home Equipment Editor
EDITH RAMSAY

Associate Home Equipment Editor
JUNE M. TOWNE

Food Editor
ELEANOR LEE JONES

Home Furnishings Editor
GERTRUDE BROOKS DIXSON

Decoration Editor
MARY E. MONZE

Arts and Crafts Editor
DOROTHY LAMBERT TRUMM

Table Merchandise Editor
GERTRUDE BRASSARD

Merchandise and Field Editor
ROBERT W. HOUSEMAN

Market Place Editor
HELEN DE MOTTE

Production
ROBERT J. MAHN

Editorial Assistants:
WILLIAM LANYON
BARRIE BASSETT
JOHN LIPPERT
DORCHEN TRUMM

In this Issue

MARCH, 1953 VOL. XLIX, NO. 4

Arts and Crafts

38 Get Going for Summer
42 Musical Stairs . . . *Dorothy Lambert Trumm*
93 How to Cover a Slip Seat
114 How to Hang Wallpaper
142 Spring in Your Window
36, 39, 40 Patterns
114, 120 Patterns

Gardening

32 Carry Out Your Color
38 Get Going for Summer
48 Let's Go Shopping for Peonies . . . *George W. Peyton*
50 A New Green Thumb . . . *W. Lowell Treaster*
128 Don't Be Afraid to Move 'Em . . . *Marion Owens Hourdequin*
134 Seeds in A Flat
139 Rx—Gardening Instead of Penicillin . . . *Laura B. Gaye*
141 Pin-Money Pickets . . . *Martha Fuller McFarlane*
142 Spring in Your Window

Decorating

27 Practice Makes Perfect . . . *Jean Gray*
34 Woman Conquers Space
43 This Is Probably the *Best* House We've Ever Shown . . . *Ethel McCall Head*
46 How To Do Practically Everything . . . *Robert W. Houseman*
64 Better than Grandma's Old Sideboard
84 Latch onto Early American Hardware
94 Built-In Desks Can Really Work
100 At Home on the Range—or Any Place
108 Out of Sight—not Out of Mind
110 You Can Use those Discards

Homes and Maintenance

27 Practice Makes Perfect . . . *Jean Gray*
30 Build in Your Color . . . *Beatrice West*
45 This Is Probably the *Best* House We've Ever Shown . . . *Ethel McCall Head*
51 Big House for a Small Lot
87 2 Families on One Lot
98 Ramp for the Scooter Set
104 Made to Measure
112 How to Keep an Idle Vise from Showing
116 House that Rolling Stock . . . *Barbara Hart*
125 How to Dam that Flood
146 Handyman How-to's
147 You Can Beat Termites . . . *Hubbard Cobb*

Food, Entertainment, Management

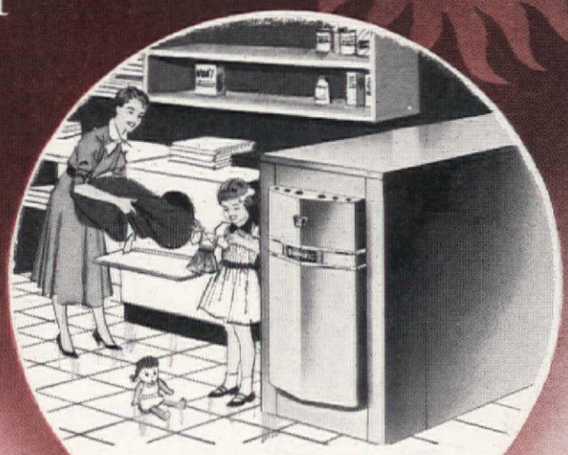
52 Invite Spring to Your Table . . . *Betty B. Merriam*
54 How To Do a Very Good Smörgåsbord . . . *Jean Austin*
56 Place and Show . . . *Gertrude Brassard*
58 Variety Is the Spice of—a Good Cook, too . . . *Eleanor Lee Jones*
60 Good Cues
62 Take a Can of Sardines
70 Quick Tricks
73 Hot Dog
74 Save Steps with a Laundry-Bath
76 Keep Your New Electric Range New . . . *Edith Ramsay*

Features

8 Contributors
10 Market Place
18 Neighbors: Everybody Has an Interest Here
24 Children: Dancing School Isn't Stiff Any More . . . *Eric and Virginia M. Sanford*
91 Live Within Your Means . . . *Frank D. Byrne*
114 Mail for Moppets . . . *Joan Lowery Nixon*
123 Okay, so I'm a Housewife . . . *Clarice Cox*
136 Where Credit Is Due
143 Read Any Good Labels? . . . *Joan Rowland*
150 Look It's New

THE AMERICAN HOME, March, 1953. Vol. XLIX, No. 4. Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York 22, N. Y. W. H. Eaton, President-Treasurer; Jean Austin, Vice-President-Secretary. Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York 22. Subscription Department, American Home Building, Forest Hills, New York. Copyright, 1953, by The American Home Magazine Corporation. All rights reserved. Title registered in U. S. Patent Office. Subscription price in United States and Pan American countries $2.50 a year; 2 years, $4.00; 3 years, $5.00. Canada, add 50¢ per year for extra postage. All other countries, add $1.00 per year for extra postage. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under Act of Congress March 3, 1879. **Postmaster: Return undeliverable copies to American Home Bldg., Forest Hills, New York.**

ONE famous name... THREE famous products... FOUR-season automatic home comfort



OIL-O-MATIC
Automatic Home Heating

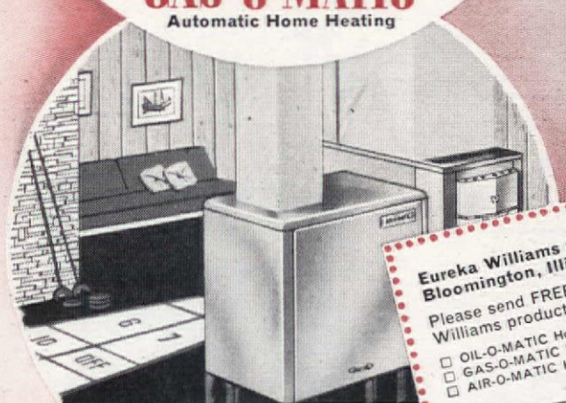
IF YOU BURN OIL . . . Williams OIL-O-MATIC, with EXCLUSIVE METERED LOW PRESSURE, can save you up to 40% on your home heating costs, give you the finest in worry-free automatic home heating.

THIRTY YEARS' SPECIALIZED EXPERIENCE in just one thing—automatic home comfort—has made Eureka Williams the name to trust for year 'round satisfaction. No matter where you live . . . no matter whether your home is large or small . . . Eureka Williams has heating and cooling equipment that embodies such advanced engineering developments that you are assured of greatest comfort at lowest cost. Mail coupon NOW for specific details that apply directly to YOUR home and requirements.



GAS-O-MATIC
Automatic Home Heating

IF YOU BURN GAS . . . Williams GAS-O-MATIC, with METERED FLOW PRESSURE, provides true "set it, forget it" automatic home heating from autumn to spring without your giving it even one moment's thought.



AIR-O-MATIC
Automatic Home Cooling

WHEN TEMPERATURE SOARS . . . Williams AIR-O-MATIC brings mountain-cool, forest-fresh comfort to your entire home. In combination with either OIL-O-MATIC or GAS-O-MATIC brings year 'round home comfort . . . automatically . . . quietly . . . economically.

EUREKA *Williams*
LEADING NAME IN AUTOMATIC HOME COMFORT

Mail coupon at right . . . TODAY . . . for year 'round home comfort facts!

Eureka Williams Corporation
Bloomington, Illinois

Please send FREE facts about the Eureka Williams product (s) checked here.

- ☐ OIL-O-MATIC Home Heating
- ☐ GAS-O-MATIC Home Heating
- ☐ AIR-O-MATIC Home Cooling

NAME _____

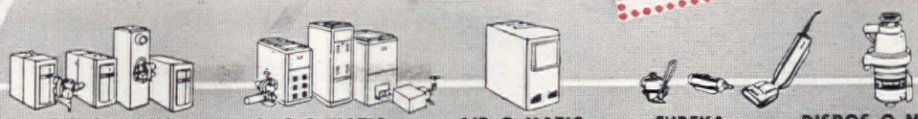
ADDRESS _____ STATE _____ AH-3

CITY _____

EW PRODUCTS

WILLIAMS OIL-O-MATIC DIVISION
Eureka Williams
COPORATION
Bloomington, Illinois

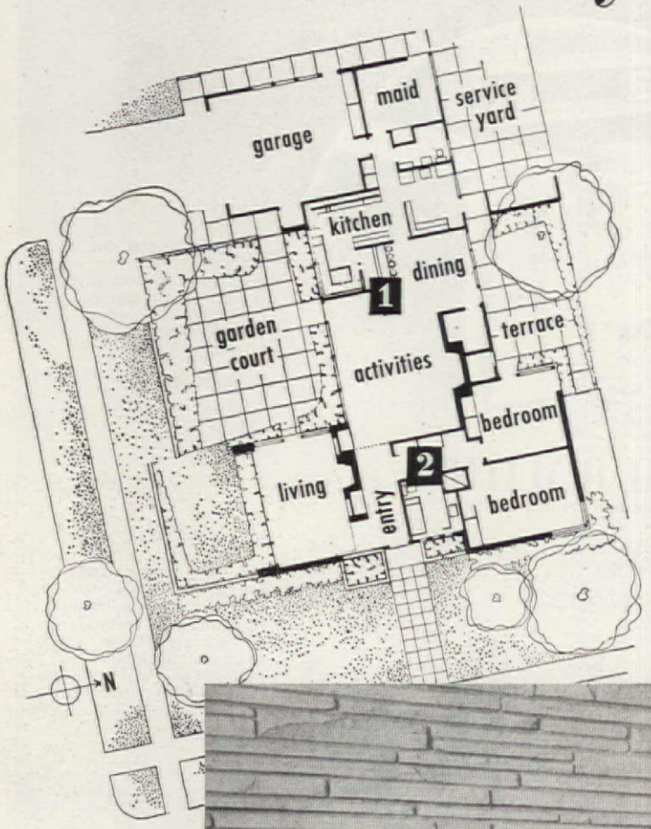
Better Products, Better Made... *for better living!*



OIL-O-MATIC Home Heating
GAS-O-MATIC Home Heating
AIR-O-MATIC Home Air Conditioning
EUREKA Vacuum Cleaners
DISPOS-O-MATIC Waste Food Disposer

HONEYWELL | ZONE | CONTROL | CREATES

The Kind Of Comfort You've Always Dreamed About

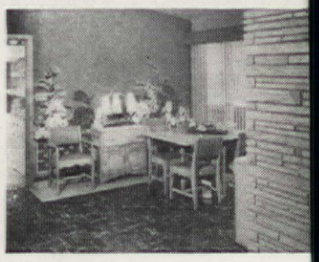


You'll never know the true meaning of comfort—until you divide your six or seven room home into separate heating zones.

This striking seven room house is the home of Mrs. Sally Klimsza in Detroit. Located in a quiet residential section, it's an excellent example of how careful planning can furnish privacy in a well-populated area of the city.

And it's an excellent example, too, of how the new trend in temperature control can give you even warmth—all winter long—in any weather.

When he developed the floor plan, Richard B. Pollman, designer with the Detroit architectural firm of Palmquist and Wright, realized no ordinary temperature control system would do. "The house naturally divided into two areas," he says. "Each had its own heating problem. The only way to insure real comfort was to give both areas a separate thermostat system."



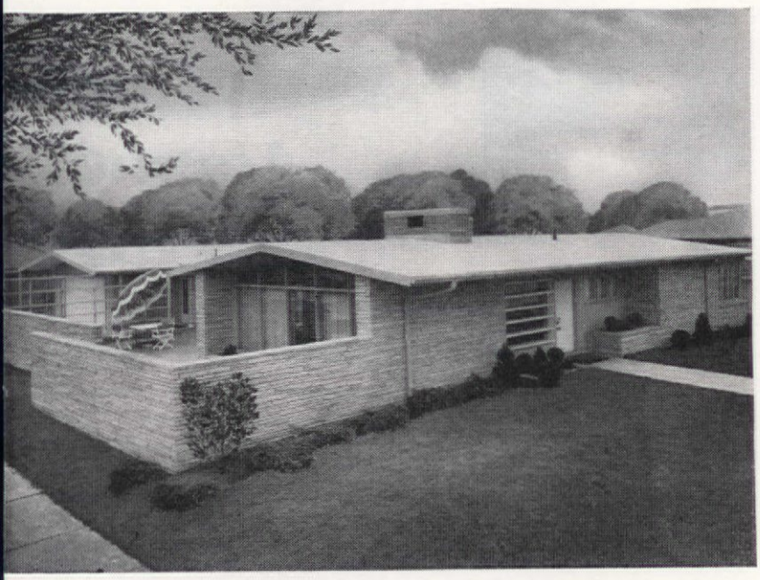
This was done, and today the Klimsza home is comfortable throughout—no matter how rigorous the weather.

So why don't you investigate Honeywell Zone Control? Ask your architect and heating engineer about it. Learn how easily you can enjoy the kind of comfort you've always dreamed about.

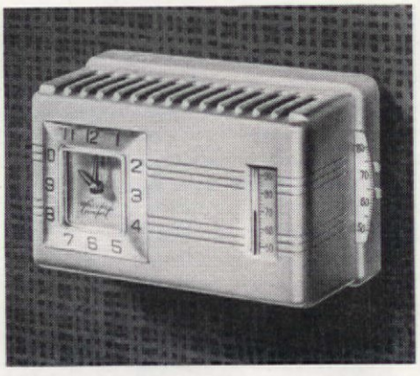


Activities Room in Heating Zone 1

Mrs. Klimsza and her friends often spend a comfortable, companionable evening here. The warmth of a crisp wood fire aids conversation—and doesn't upset the heating balance of the home. Honeywell Zone Control easily takes care of that, compensating for the extra heat from the fireplace without making other parts of the house uncomfortable.



This view of the exterior, looking west, shows quite clearly how the stone wall shields the garden court from the street, insuring privacy. At the center and to the right are the living room and bedrooms—in *heating zone 2*. Hidden from view by the living room, and opening on the north side of the garden court is the activities room—*in heating zone 1*. The two-zone heating control system that provides comfortable, even warmth was installed by the Detroit heating firm of Tuck & Son.



HONEYWELL CLOCK THERMOSTAT

Owners say the Honeywell electric or electronic clock thermostat is wonderful because it turns *down* the heat—automatically—when you go to bed, and gives you a nice cool room to sleep in; turns *up* the heat—automatically—while you're still asleep, and your home is warm when you get up. Saves you fuel, besides! Ask your architect, heating engineer or heating dealer about the new Honeywell thermostats and other automatic heating controls that can make the heating system in your home a *better* heating system. Whether you're thinking of buying a new heating plant or modernizing your present one, we think you'll be glad you insisted on Honeywell Controls.

MINNEAPOLIS **Honeywell**

First in Controls



The corner bedroom—*in heating zone 2*—has both a north and an eastern exposure. But even on a typical winter day when the sun is bright from the south and the wind is strong and cold from the north, this room is comfortably warm—thanks to Honeywell Zone Control. And during the parts of the day when the bedrooms are not in use, temperatures can be lowered to save fuel—while the sun helps warm the living room. This feature of Honeywell Zone Control has proved popular with home owners everywhere.



The living room—*in heating zone 2*—exposes large glass areas to the south and to the west. Thus on bright winter days large amounts of solar heat add considerable warmth to the room from mid-morning until late in the afternoon. Without Zone Control—with a separate thermostat in each heating area to compensate for this effect—rooms not similarly situated would be too cool much of the time. But the Klimsza home, properly controlled by Honeywell Zone Control, is comfortable all the time—all winter long.

MINNEAPOLIS-HONEYWELL REGULATOR CO.
2702 Fourth Avenue, South
Minneapolis 8, Minnesota

Please send me your free Honeywell zone control booklet, "Plan to Enjoy a New Concept of Living Comfort in Your Home."

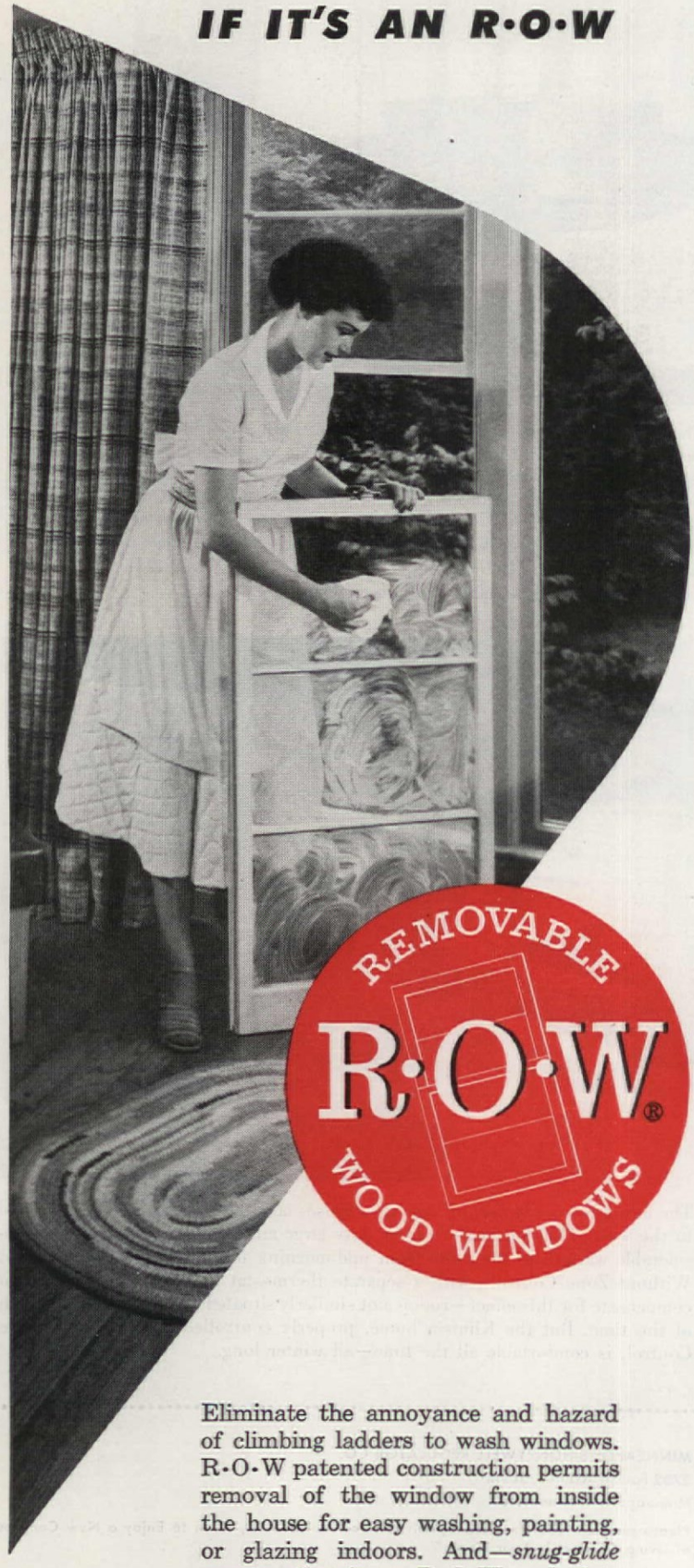
Name_____

Address_____

City_____ Zone____ State_____

wash both sides indoors

IF IT'S AN R·O·W



Eliminate the annoyance and hazard of climbing ladders to wash windows. R·O·W patented construction permits removal of the window from inside the house for easy washing, painting, or glazing indoors. And—*snug-glide* construction is an R·O·W exclusive.

See your local lumber dealer or write

R·O·W SALES COMPANY 1326··48 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

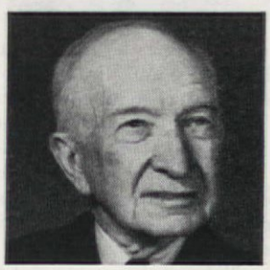
Contributors



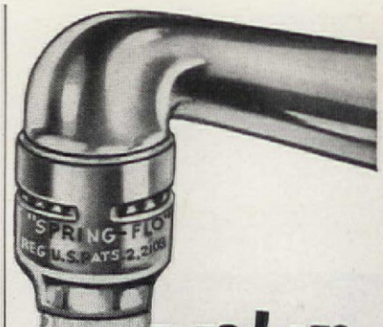
. . . **E. SCHUYLER ENSELL,** who owns the house with the "Musical Stairs" on page 42, is interested in music both as a performer and producer of musical programs. By day, however, he is executive vice president of a radio-TV sales-representation firm. Besides music, he likes to build and furnish recreation rooms, and has even decorated entire homes for some of his friends and neighbors.



. . . **BARBARA HART** speaks from experience in "House That Rolling Stock" on page 116—her family's new house has an oversize garage to take care of three youngsters' equipment. After a B.A. from the Univ. of Penn., she careered in food writing, was syndicated in over 400 newspapers. Now married to a lawyer, she still writes, mostly publicity for school, church, and the Y.W.C.A.



. . . **GEORGE W. PEYTON,** a native Virginian, holds A.B., B.S., and M.S. degrees; has had a varied career in teaching, railroads, banking, and has been postmaster and county budget director. Always interested in flowers, he has grown more than 2,000 named varieties of peonies (see page 48). A director of the American Peony Society, he was president (1944–47), and is now its secretary.



water tastes better!



A SPRING-FLO AERATOR enriches water with oxygen. The bubbles carry off objectionable gases in chemically treated water... make it better-tasting, clearer.



DISH WASHING is easier, rinsing faster in a bubbly SPRING-FLO stream. You get more suds from less soap. Waste particles and grease are whisked away.



NO SPLASH with a SPRING-FLO. No more wet floors or splattered clothes. The bubbles take the "bounce" out of the rushing water.

ON ALL LEADING MAKES OF FAUCETS

Ask your plumber

SPRING-FLO® AERATOR

A CHASE PRODUCT — CHASE

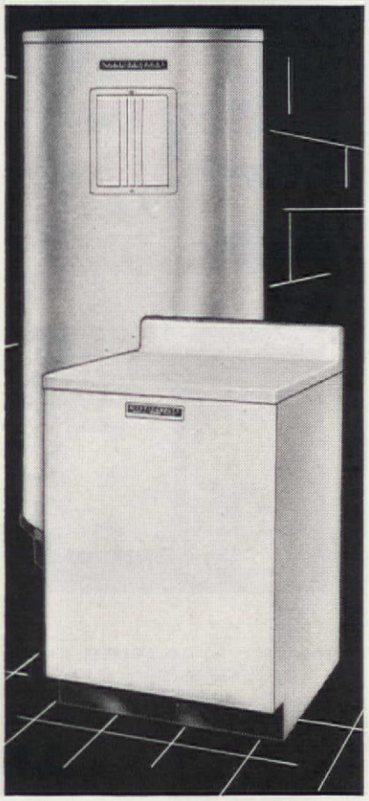
CHASE BRASS & COPPER CO.

AGHNIDES U. S. PATS. 2,210,846—2,316,832

Westinghouse

AUTOMATIC ELECTRIC

WATER HEATERS



...of course, it's electric!

At no extra cost..



10-YEAR PROTECTION POLICY

Just as you would expect, a Westinghouse Electric Water Heater gives you the finest round-the-clock hot water service—automatically. Economically, too! Immersion heating elements put *all* the heat directly into the water. Automatic temperature control, provided by Tri-Snap® thermostats, conserves current. Scientific baffling of incoming cold water prevents cooling of the stored hot water already in the heater.

Ask your Westinghouse dealer about the right heater size for you—and about the 10-Year Protection Policy.

YOU CAN BE SURE... IF IT'S Westinghouse

Contributors

(Begins on page 8)



. . . **FREDERICK GATES,** designer of the junior-senior McGowan homes on page 87, turned from aircraft tool design to home design after the war. After a period of association with a community homes firm in Los Angeles, he formed his own business with his wife, Annette, who now directs the decorating end of the firm. A recent transfer of business led them to Tucson, Arizona, where they are now at work on several housing developments.



. . . **VINCENT A. MEIER,** designer-builder of his own barbecue, page 38, is president of the cut-stone company which has been in his family for nearly 100 years, specializing in stone for home and industrial use. His principal hobby is his family of three teen-agers, all honor students, and his love of photography is fast giving way to the culinary arts, "which seem to come hand in hand when you build a barbecue."



. . . **W. LOWELL TREASTER,** professor and director of Information Services at Michigan State College, is a Kansas-born expert in journalism, radio, public relations, and extension teaching. A second hobby is growing plants by the method he describes on page 50. Dale Sweet, shown there, who perfected the method, is a graduate assistant at M.S.C., where he is now investigating plant-growth regulators as a project for his Ph.D.



How we retired in 15 years with $250 a month

"Joan and I are transplanted New Yorkers. Back home, I worked hard, saw little of the sunlight except on summer week ends. And Joan, as she said, saw little of me. But those days are over. Today, at only 55 years of age, I'm retired on an income. Living here in Ft. Myers, Florida, we find that $250 a month buys heaven.

"I was getting close to 40, when I decided to make the break. Actually, I had little capital and no training at investments.

"I'd always known that it's not how much money you make but how you manage that money that matters. So, when I was forty, I began to figure. I wanted to retire when I still had enough initiative to pull up stakes and move where the living was easier.

" 'There are plenty of places,' Joan used to say, 'where good living costs less than here. But if you wait till you're in your sixties, you're afraid to try new things. If you retire young enough, I bet you and I could find a way to live like kings on very little.'

"It took just as little as that to change our lives.

"We began to study other places to live. It got to be a sort of hobby with us. And we found there were plenty of places to go—if you had an independent income. And it didn't have to be a big one.

"After that, it just happened naturally. We began to study all the different ways to get a retirement income. And we found that the Phoenix Mutual Life Insurance Plan had them all beat for us. All you needed was fifteen or twenty good earning years ahead of you. Your monthly income was guaranteed for life—regardless of business ups and downs.

"So, back in 1936, I applied and qualified for my Phoenix Mutual Plan. Until I reached retirement age, it protected Joan with life insurance. And then, it guaranteed to pay $250 a month each month, every month as long as I lived.

"Fifteen years go fast when you're busy. But we did find time to travel a bit. And that's how we settled on Ft. Myers for our retirement. The climate is ideal. Living is low-cost—and lovely. Security? We have all we'll ever want."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of $10 to $250 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't delay. Don't put it off. Send for your free copy now.

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
918 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet "Retirement Income Plans for Women."

Name_____

Date of Birth_____

Business Address_____

Home Address_____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
918 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet showing how to get a guaranteed income for life.

Name_____

Date of Birth_____

Business Address_____

Home Address_____

COPYRIGHT 1953, BY PHOENIX MUTUAL LIFE INSURANCE COMPANY

1/2 the Cost By Mail!

Famed Imported Bavarian China Beyond Comparison

Now you can own truly fine china for only $4.95 a complete 5-piece place setting—and it's *guaranteed open stock.*



"Dresden Violet" the people of the Bavarian Alps call the violet of the Alps—that delicate floral pattern of violet nosegays against the translucent, porcelain whiteness of this exquisite Bavarian china. So fine, yet so enduring, Royal Castle China in the violet pattern graces your table at moderate cost (only $9.90 a unit of *two* place settings—2 each of dinner plate, salad plate, butter plate, teacup and saucer).

Here's good news—Royal Castle China is made right in our own Bavarian factory, and is guaranteed to be kept on open stock. No headaches of trying to match china . . . no disappointments . . . whether you purchase a complete set or build your lovely china service a little at a time, your pieces will be ready when you want and need them.

Mail your order today—complete satisfaction guaranteed, or your money back if requested within 10 days. Send check or money order for $9.90 per unit (first orders in units of two place settings minimum) plus $1.00 to cover shipping charges per unit. No C.O.D.

ROYAL CASTLE CHINA CORPORATION
Dept. 1A
Box 183, Madison Sq. Station, New York 10, N. Y.



*Holds 11 Plants

40 Inches High

New AFRICAN VIOLET PLANT STAND

• Wonderful new way to show off your African Violets and other house plants. Built of the finest all-steel construction with lasting green or enamel white finish (your choice). Won't tip or tilt. Movable arms extend 6 to 12 inches from center shaft, so plants get more sun and air and grow far better. Fits in small space. Easy to clean. Only $14.95 plus $1.00 for postage, handling. Send check or money order. C.O.D.'s welcome. Immediate delivery. Complete satisfaction guaranteed. Ideal gift.

H. C. PAULK, Dept. 70-B, 304 Kansas Ave., Topeka, Kansas

Name .....

Address .....



SAVE!
Write for free color catalog
HAND HOOKED RUGS

Fine imported Carabao hand hooks in new designs, colors. Round, oval, oblong shapes. Any size from 2'x3' ($3.75) to 12'x18' ($137.50). We pay shipping. Write for free color folder, complete size, price, sample rug information. Please print your name, address.

$25.50 ppd. 6'x6' round rug

CARABAO SPECIAL PRODUCTS CO.
Dept. AM4
950 Columbus
San Francisco, Calif.

MEN! HANDSOME STYLES YOU CAN'T FIND LOCALLY TO FIT YOUR

EXTRA-SIZE FOOT!

SIZES **10-16,** WIDTHS **AAA-EEE**



King-Size, America's foremost specialist in extra-size shoes, guarantees you perfect fit, saves you time, money and inconvenience. World's largest selection of handsome styles in large sizes includes Dress Oxfords, Wingtips, Moccasins, Sport Shoes, Leisure Shoes, Cordovans, Work Shoes, Sox, Rubbers. GUARANTEED SATISFACTION!

KING-SIZE, Inc. 183 BROCKTON, MASS.

Send For FREE CATALOG Today!

Make it yourself with Tropicraft Woven Wood*

Cover lampshades! Waste baskets! Make place mats! Trays! Exotic woven-woods from Tropicraft, originators of woven-woods* and fabricators of world's greatest varieties. Remnants up to two yards, natural and House and Garden colors, from decorators custom orders.

*Trademark

Send $1 for sample kit with woven-woods (to place mat size) woven-woods booklet, price list, how-to-do-it sheet.

TROPICRAFT San Francisco 14 Sherwood Place — Home Hobbies Division

Send $1 SAMPLE KIT





Factory to You **$79.95**

Supershop offers you a precision-built complete power tool workshop. 100% ball bearing. **Rugged.** Accurate. Big capacity. 15 day FREE trial. Money back guarantee. Mail postcard for **free** catalog. Buy on easy pay plan.

POWER TOOLS, INC. 745 Yates Avenue Beloit, Wisconsin



MAKE ANY "CEDAR CHEST" DRAWER A

Now, inexpensive cedar chest protection . . . only $1 for 4 CEDATREES. More effective than natural cedar wood. One tree will cedarize a dresser drawer, wardrobe, hat box or storage bag. Actually contains twice as much genuine, fragrant cedar oil as the wood itself! Order 4 CEDATREES direct by mail today. *Guaranteed to please or your money back.* $1 post paid

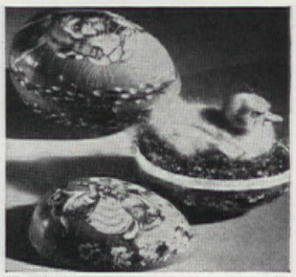
sunset house
Dept. M-21 8800 Sunset Blvd.
Hollywood 46, California



the AMERICAN HOME

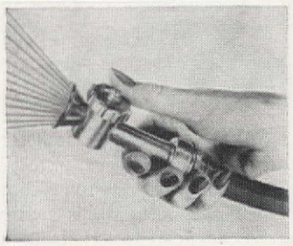
Welcome to the Market Place! Merchandise, except personalized items, may be returned within seven days for a refund of the full price. Most of the firms mentioned in the Market Place prefer not to handle C.O.D.'s.

IN AN EGG WITHIN AN EGG there nests a fluff of a duck to bring a squeal of delight from the smallest Easter honey on the Easter Bunny's list. And it's the same kind of a duck in the same kind of eggs that we hunted for when we were in pigtails. Two imported, brightly colored eggs (largest, 6½" long) with one ducky inhabitant. $2.95 postpaid. Gift Clues, Beacon 2, New York.



A SWEDISH MESSAGE translated reads *Give Us This Day Our Daily Bread;* another—*Butter With Bread Makes Cheeks Red.* And a gay, hand-decorated Peasant bread board is just the thing for that smörgåsbord you're going to read all about in this issue. 8" x 12" hard-rock maple with four-inch handle. $3.50 each ppd. Helen Gallagher, 413 Fulton St., Peoria 2, Illinois.





FROM A POWERFUL JET TO SOFTEST RAIN

A perfectly wonderful hose nozzle to add to any gardener's pleasure. Light, strong and rust-resistant, it has finger-tip control. This Elkay Valve Hose Nozzle gives sprays from seedling dewdrops to jet power. Quick, positive shut off. Will reach roof of a two-story house. (Handy for fire-fighting, too.) $1.50 ppd. No COD's please. Guaranteed to please. (Send 25c for Gardening Hints booklet.) Albin of California, Rm. 63, 1401–23 W. 8th St., Los Angeles 17, Calif.

CREATE INDIVIDUALIZED WROUGHT IRON FURNITURE



All you need is a screw driver—we supply the legs, screws and instructions. Fasten legs to plywood, wood planks, doors, Formica tops, TV sets, coffee tables, etc. All rods lacquered in glossy black. Full ½" diameter. Freight prepaid. No COD's.

Set of 4 V shaped legs

6" high	$5.95	16" high	$7.50
12" high	$6.50	22" high	$9.50
28" high	$14.50		

CUPROMETAL MFG. CORP.
Box 115, Dept. A3, Corona, L. I., New York

HAPPY BIRTHDAY TO YOU BILLY KING

Personalized **BIRTHDAY RECORD**

Humpty Dumpty, Bo-Beep and all the Mother Goose favorites celebrate YOUR CHILD'S BIRTHDAY in song and story, announce FULL NAME and AGE! Exciting to youngsters! Wonderful gift!

Send $1.00 cash, check, money order with CHILD'S NAME, NICKNAME, AGE, BIRTHDATE. Greetings from senders may be included in record. One week delivery.

For Personal Birthday Records for OLDER CHILDREN order SINGING COWBOYS or CINDERELLA'S PARTY

RCA 45's available at some price.

UNBREAKABLE $1.00 EACH PPD.

MOVIECRAFT RECORDS East Meadow 3, N.Y.

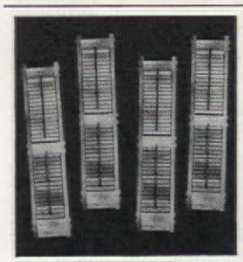


BABY SHOE PLANTER!

Thrilling new idea for preserving baby shoes! Shoes permatized in metallic bronze-like finish. Baby's first name and birth date engraved in gold. Complete with beautiful glazed California flower pot for plants, flowers, ferns (plant not included). Base measures 10" x 6". A thrilling, ever-alive keepsake. Send shoes, baby's name and birth date. Pay postman on delivery plus C.O.D. postage. Satisfaction guaranteed!

Only $5.95

DURAMIC PRODUCTS, Dept. L-76
1493 Clybourne, Chicago 10, Illinois



NEW SHOP CRAFT SHUTTER PANELS COME COMPLETELY ASSEMBLED

Save ½ on movable shutters. Easy and fun to do . . . save many dollars on each window. Factory experts have left just the fun for you. You trim to size, hinge them together and install. Remember, Shop Craft Shutters are the same fine quality as expensive custom made shutters . . . they'll be a tribute to your good taste. Send 25¢ for beautiful illustrated brochure packed with decorating ideas. Shop Craft Shutters, P.O. Box 110-A, Beverly Hills 3, Calif.



market place

Photographs by F. M. Demarest



"TREE FOR TWO" they call this cute Wren House, and this is the house that any Jack or Jill can build! Prefabricated in 8 all-wood easy-to-assemble pieces. Includes blueprint and set of directions. It's high time to set out the welcome sign for your feathered friends—so get started! 6" high, 8" long, $1.98 ppd. Personal Greeting Co., Dept. 6, 93–24 Queens Boulevard, Rego Park, New York.



IT'S A DOLL! It's a pocketbook. It's the cutest thing a sissy missy will be swinging on her arm on her way to Sunday School come Easter morning. Enough room inside for her hankie, envelopes, a few choice possessions. Select a blond or brunette in a hand-embroidered blue or red felt dress. Imported, $3.95 ppd. Distant Horizons, Dept AH-3, 2 Lenox Ave., Mt. Vernon, N. Y.



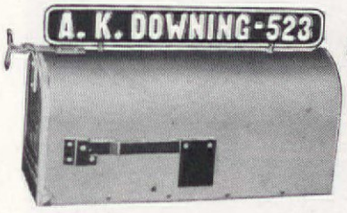
DELUXE MAILBOX MARKER — graceful wrought aluminum adds beauty — STYLE EM — $3.45 Postpaid



NAME & NUMBER MAILBOX MARKER — wrought aluminum frame — STYLE NM — $3.95 Postpaid



LAWN MARKER — 24" wrought aluminum stand — STYLE L — $2.95 Postpaid



MAILBOX MARKER fits any mailbox install in a minute — STYLE M — $1.95 POSTPAID



NAME & NUMBER LAWN MARKER — wrought aluminum frame and 24" stand — STYLE NL — $4.95 Postpaid

DAY-n-NIGHT MARKERS

These attractive markers make it easy for friends to find your home DAY-n-NIGHT — and they make thoughtful gifts! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights — even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

Guaranteed by Good Housekeeping — REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

- Reflector lettering on both sides
- Distinct DAY-n-NIGHT
- Lifetime aluminum plates — rustproof
- Permanent lettering — raised in solid plates
- Baked enamel finish — black background — white reflector letters
- Well-proportioned — nameplates 2½" x 18"; number plates 2½" x 7"
- Any wording you want, up to 15 letters and numbers on nameplates, up to 5 on number plates. Same on both sides.

PLEASE PRINT CLEARLY

SATISFACTION GUARANTEED OR MONEY BACK!



BRACKET MARKER — with wrought aluminum bracket for posts, walls, etc. — STYLE B — $3.95 Postpaid



NAME & NUMBER BRACKET MARKER — with wrought aluminum bracket for posts, walls, etc. — STYLE NB — $4.95 Postpaid

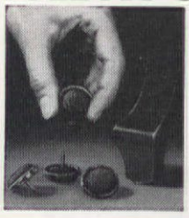
C.O.D. IF DESIRED — FEES, POSTAGE ADDED

We ship within 3 days

Spear ENGINEERING COMPANY

73 Spear Bldg., Colorado Springs, Colo.

VELVA-GLIDE FURNITURE CUSHIONS



PROTECT FLOORS AND FURNITURE

Here at last is a furniture cushion that's small enough for table radios and TV sets, yet husky enough to keep even heavy chairs from gouging the floor. Strong steel base with rug-wool cushion. Easy to install — just drive Velva-Glide in with a hammer. 16 for $1.00 POSTPAID

Walter Drake

SATISFACTION GUARANTEED OR MONEY BACK

493 Drake Bldg., Colorado Springs 9, Colo.

DESTROY UNWANTED HAIR FOREVER

Temporary relief is NOT enough

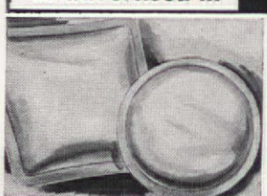


Only by KILLING THE HAIR ROOT can you be sure UNWANTED HAIR is GONE FOREVER. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the MAHLER METHOD safely and efficiently. Used successfully for more than fifty years.

SEND 5¢ TODAY FOR BOOKLET — NEW BEAUTY FOR YOU!

MAHLER'S, INC., Dept. 83-C, PROVIDENCE 15, R. I.

as advertised in LIFE



Alta's FOAM RUBBER

THROW PILLOWS

Cover them yourself . . . use several in contrasting fabrics on a sofa, chair or bed for the new decorator look! Genuine latex foam rubber, each one is soft, lightweight, will keep its plump shape forever! (Non-allergic, too.) Simple sewing instructions are included. Use them in dozens of places throughout the house—they're a wonderful buy!

14½" 2 for $3.95, postpaid
17" 2 for $4.95, postpaid
[Add 30¢ W. of Miss.]

Both sizes in round or square shape

No C.O.D.'s, please. Money back if not delighted!

Write for FREE "Gift Treasury" Catalog

Green Gable Gifts

Dept. A 1554 THIRD AVE. NEW YORK 28, N. Y.

PLAN the Home YOU WANT



Over 200 Designs and Plans. Distinctive — practical — economical. *BLUEPRINTS*—for each Plan, reasonably priced. Money saving instructions included.

1. ALL American RANCH HOUSES (Designed for character and comfort) $1.00
2. Peacetime MODEL Homes $1.00 (Examples American Architecture)
3. Small Miracle Homes . . . $1.00 (Budget-wise, economy houses)

FREE—Copy of Planning and Financing Your HOME with each order.

3 BOOKS . . $2.00

MODERN HOMEWAYS, INC.
Home Builders over 15 Years
2306 West Tenth, Topeka, Kansas

YOUR OWN NAME ON CLOTH LABELS

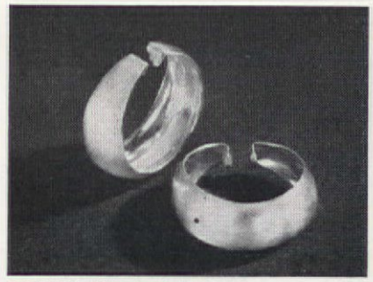


TO SEW INTO FASHIONS AND GIFTS YOU MAKE YOURSELF!

Delightful way to tell the world it's your handiwork! Your own name in fifteen letters or less on beautiful fabric labels! Superb quality. Sew them into your lovely handmade fashions and gifts! Your money back if you're not satisfied!

Send $1 for 10 labels, $2 for 25, $3 for 50.

WRITE TO "DESIGNS" • DEPT. AH3-3 — 211 EAST 37th STREET NEW YORK 16, NEW YORK



ANNOUNCEMENT — LOOPS

Now in GOLD too—due to many requests

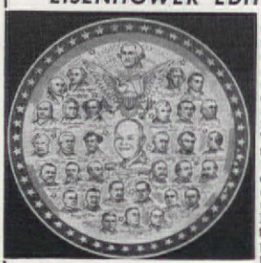
These LOOP EARRINGS are handsomely designed in one smooth, clean swoop. Their classical simplicity makes them appropriate for all occasions.

STERLING SILVER $2
18 kt. GOLD plate $2
lustrous COPPER $1

Send cash, check or m.o. No COD's please. Satisf. guar.

OLD PUEBLO TRADERS — Box 4035, Dept. A-2 Tucson, Arizona

PRESIDENTS PLATE "EISENHOWER EDITION"



Here's our famous Presidents Plate brought up to date! On it are beautiful etchings of all the Presidents from Washington to Eisenhower. Includes dates of office tenure of each President. A fine 10½" plate of historical value —an interesting wall decoration that is sure to become a collector's item. Grand for teaching children names and dates of Presidents. A quick "memory refresher" for grownups. Can be used for decoration or serving. Limited edition! Order your "Ike" Presidents Plate today! Burgundy on Ivory background. $2.00 ppd.

Send for new Spring Catalog.

BLACK & COMPANY, INC.
99-09 Metropolitan Ave., Forest Hills, N.Y.

BY MAIL

EARLY AMERICAN REPRODUCTIONS



Send 25c For This Remarkable Illustrated Catalog

Old Guilford Forge

Acclaimed as the most complete catalog of Early American ever published—over 2000 items! Fully illustrated. Reproductions of every type, including Colonial and Victorian furniture, wrought hardware and fireplace equipment, brasses, weathervanes, rugs, wallpapers, lamps, lighting fixtures, china and glass, hundreds of unusual gifts with an early American flavor. Today's Woman says: "an evening's entertainment in itself . . . truly authentic reproductions . . . amazingly low prices . . . for these true-to-the-period replicas. We're really overboard about this one!" "Outstanding reproductions" . . . House Beautiful. "Fascinating" . . . House and Garden.

Old Guilford Forge — "Everything in Early American Reproductions" — 38 BROAD ST. GUILFORD CONN.

LINGUAPHONE for LANGUAGES



FRENCH, SPANISH, GERMAN, JAPANESE, ITALIAN —any of 29 languages

With the LINGUAPHONE Conversational Method you can LISTEN and LEARN a language AT HOME in 20 minutes a day. You hear native men and women speak, you listen—you Understand—YOU SPEAK! Used by schools, governments, business, Armed Services. Over a million home-study students of all ages. Save time, work, money. WRITE TODAY for FREE BOOK.

LINGUAPHONE INSTITUTE
176-03 Mezz., Rockefeller Plaza,
New York 20, N.Y.

Send me your FREE book.
LANGUAGE INTERESTED .....

Name .....

Address .....

City ..... *Zone* ..... *State* .....

☐ Check here if Veteran

INDISPENSABLE KITCHEN SHEARS

NOT A MERE GADGET!

9 USEFUL HOUSEHOLD IMPLEMENTS ALL IN ONE HANDY UNIT

IMPORTED QUALITY STEEL FROM SHEFFIELD, ENGLAND

ALMOST 9" LONG FULLY GUARANTEED

ONLY $3.25 POSTPAID

CROWN CORK OPENER

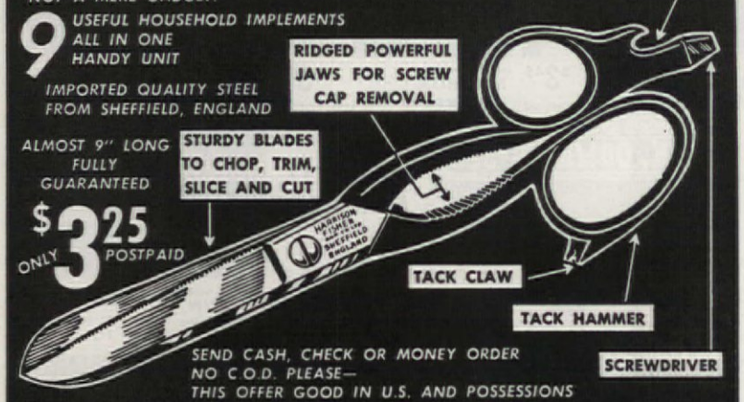
RIDGED POWERFUL JAWS FOR SCREW CAP REMOVAL

STURDY BLADES TO CHOP, TRIM, SLICE AND CUT

TACK CLAW

TACK HAMMER

SCREWDRIVER



SEND CASH, CHECK OR MONEY ORDER
NO C.O.D. PLEASE—
THIS OFFER GOOD IN U.S. AND POSSESSIONS

MEADOW SALES CO. 107 MEADOW ST., New Haven, Conn.

Lundstrom Bel-Air

SECTIONAL BOOKCASE

new modern



SAVE 40% — Buy Direct From Factory

You would pay 40% more for the Bel-Air in stores if you could find the same superb craftsmanship and styling. Famous Lundstrom sectionals, sold direct since 1899 and guaranteed to satisfy, save you the middleman's profit. Add sections as needed . . . all fit perfectly, match perfectly—provide variety of room arrangements. Many designs, woods, finishes, and sizes; with or without glass doors.

WRITE FOR FREE CATALOG A-353
Showing Complete Line, Factory Prices
C. J. Lundstrom Mfg. Co. • Little Falls, New York

YOUR OLD FUR COAT MADE INTO A CAPE!

Job Usually Costs Double This Low Price $22.95 (Tax Free)

ORDER BY MAIL!

Is your fur coat old, worn, or out-of-date?



Now . . . for the extraordinarily low price of only $22.95 that old fur coat can be beautifully remodeled into this high-fashion cape. Almost no fur is too old or too worn for Morton's Master Furriers to refashion into this lovely fur cape, a Prize-Winning Fashion that will add an expensive, glamorous look to all your clothes the year round. Delivery two wks. from day received.

Morton's has become nationally famous for this hard-to-believe, one-price, fur restyling value which SAVES YOU OVER 50%. Thousands of delighted patrons in 48 states. Order now. Send no money. Just wrap and mail your old fur coat to us, and state your dress size. Pay postman plus postage on arrival. Order now.

MORTON'S, Dept. 213 312 Seventh St., N. W. Washington, D. C.

FREE FOLDER OF OTHER STYLE CAPES, STOLES, CAPE-STOLES, AND BOLEROS at $22.95—and reprints of letters from delighted customers everywhere.



ONE DOZEN ROSES $1 ppd.

So life-like you'd think they're fresh-cut from the garden . . . so real looking you won't believe they're hand made! Over 700,000 satisfied customers. Gift packed in crush-proof box.

ADD MORE CHARM TO YOUR HOME

Wonderful gifts, excellent for hotel rooms, offices, shops, parties, weddings, church decorations. Thousands of uses! Choice of life-like ROSES, DAFFODILS, DAISIES. Specify selection. (Why not order all three?) Your satisfaction guaranteed or money refunded. Send $1 for each dozen—cash, check or money order. (Postage free.)

Guaranteed by Good Housekeeping — REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

FIRST AMERICAN-FLOWERS
Box 85 Dept. MAH
New York 29, N. Y.
Beautifying Millions of American Homes Since 1910.

. . . heritage of the years,

HELD'S *'Country Maid'*



Country-fresh

IT'S CAPTURED THE TASTE OF A NATION

Straight from Wisconsin's famed Kettle Moraine! Smoked with selected hickory, it's exclusive flavor never varies in savory quality. Absolutely unrivalled . . . sheer taste perfection! (9 lb. slab, $7) PREPAID anywhere in U. S.

and for Easter HICKORY-SMOKED HAM

Delight to an historic taste heritage that has thrilled privileged connoisseurs for more than a century . . . prepared according to an old German formula brought to America in the early 1840's. Hickory-smoked ham beyond compare! (12–14 lbs. average) 90¢ lb. PREPAID anywhere in U. S.

Send check, money order. No C. O. D.

HELD MEAT PROD. CO., Barton, Wis.

Hand-Made in . . . GUATEMALA



IMPORTED COWHIDE **SHOULDER BAGS**

SIZE 8"x10" $9.65 PLUS $1.93 FED. TAX

SIZE 5½"x7" $4.75 PLUS 95¢ FED. TAX

NATURAL COLOR • ADJUSTABLE STRAPS

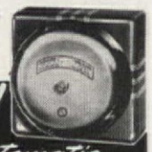
Write for FREE 32-page COLOR CATALOG

Sold By Mail Only - Order Today!

$2.00 DEPOSIT ON C. O. D.'S

BROPAR BOX 999, DEPT. 36 SAN ANTONIO 6, TEXAS

END FEAR OF BEING TRAPPED BY FIRE WITH THE *NEW*



FYR-CRY *automatic* **FIRE ALARM**

Protect your Life and Property with a Fyr-Cry Alarm on constant duty as your fire watchman. Thermostat controlled, eight-inch steel bell sounds rousing warning at first sign of danger.

Approved by Underwriter's Laboratories. *Uses no electricity* (a most important feature in case power is shut off). Quick and easy to install at head of stairs or in hall. Initial investment only cost, no upkeep or maintenance costs—ever. Precision-built by the makers of famous Fyr-Fighter products. Fully guaranteed.

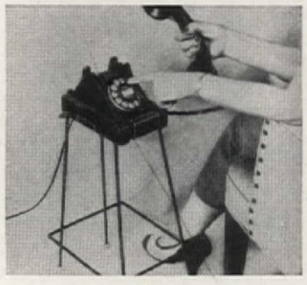
$19.95 each, postpaid (no C.O.D.'s)

THE PRISCILLA SHOP
Box 3262, Easley, South Carolina
Exclusive mail-order dealers for the FYR-CRY ALARM

TAKE THE FLOOR covered with an attractive rug, and you've the ground work for your decorating scheme. We like the feeling of texture this gives a room, the clear colors (gray, beige, yellow, green, brown, off-white), its year-round appeal. Reversible, seamless sisal hemp. 9′ x 12′, $52.50; 6′ x 9′, $27.50. Free color folder, swatches. Carabao, 950 Columbus, San Francisco 11, Calif.



HOLD THE PHONE in a smart new telephone stand instead of cluttering up the lamp table. It brings the phone to a good height for dialing and a nice long chat. Of heavy-gauge steel rod, it has rubber feet. Frame at bottom holds directory. Black only. Clamps onto box-based-type phone (as shown). $4.95 ppd. Rockway Prod., 8219 Almira Ave., Cleveland 2, Ohio.



FOREVER BLOWING BUBBLES on your wall—an adorable ceramic Dolphin Wall Pocket. He's 9½" long, and makes a happy home for a touch of plant life. Three gleaming gold graduated bubbles hang separately to give that underwater atmosphere. White with pink, blue, dark blue, or yellow. Pink with black or aqua. $3.95 ppd. Collector's Corner, 527 W. 7th St., Los Angeles, Calif.



TOSS A SALAD with this delicious salad dressing, and it will be as tasty as those served in the wonderful Sea Fare Restaurants in New York. Its unique and zesty flavor will gain you a reputation in the salad circles, even have your husband downing greens like a bunny. Three 16-oz. jars with recipes, $2.50. One, 85¢ ppd. Sea Fare Restaurants, 1033 First Ave., N.Y.C. 22.



PATCH-PAK box is designed to hang on your wall where it keeps a wealth of patching materials at hand. It seems to be the answer to anything that's broken, ripped, loose, unfastened, leaking, torn. And that goes for anything made of wood, china, glass, fabric, rubber, canvas, plastic, metal. Be your own repairman! $1.95 ppd. Malcolm's, 524 N. Charles Street, Baltimore 1, Md.



PLAY IT SAFE by keeping a Handilite in the car in case of a breakdown on the highway. Shines a *white* floodlight for seeing what you're doing. Can, at the same time, flash a *red* blinking light as a warning to oncoming cars. 9" high on non-tipping base, a lightweight 2¼ lbs. Great, too, for hunting, fishing, barbecues. $6.95 ppd. Village Vendors, 11733 Barrington Ct., L.A. 49, Calif.

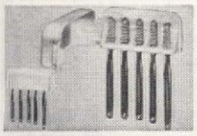


SPENCER GIFTS OF ATLANTIC CITY, NEW JERSEY, PRESENTS—

The Newest in Gifts and Gadgets Sold Only by Mail—Satisfaction Guaranteed



DEMI-HANGERS. Midget hangers for drying stockings, gloves or undies. Perfect for traveling. Each one is only 3½" across, but has a standard size swivel hook that hangs anywhere. Each hanger has 2 press clips. SET OF 4 red plastic and nickel-plated Demi-Hangers **59c**



CABI-DENT. Modern, sanitary, protects your family's tooth brushes from dirt and dust. Scientifically designed air vents quick-dry bristles. Opens or shuts at a touch, holds five brushes. In odorless, pure white plastic. Fits on any surface. With mounting screws **59c**

REAL LIE DETECTOR

It really works! The life of every party—hundreds of ways to have years of hilarity with this sensational lie detector. Instantly answers the age old question, "He loves me—he loves me not." Electronic, battery included. Plastic cabinet, 4" x 5" x 10". No plug in. Instructions, games and reaction charts included **$24.95**





NU-SUEDE. Saves you money! Just spray it on, and old worn suede looks new in seconds. Not a dye or dressing. Makes flattened nap spring up like magic, restores original color. Use on any color except white. Won't wear off. 4 oz. spray bottle **$1**



COFFIN NAILS. Weirdly wonderful new ceramic cigarette box made like a miniature coffin. In pallor white with dead black lettering, a 5-line verse offering friendly advice "to someone who smokes . . . but too often." Clever gift for friends, or yourself **$2.25**



JACK IN PACK. Cigarette moochers, beware! This looks just like an ordinary pack of cigarettes . . . but . . . when your moocher pal reaches for a smoke, Jack jumps out of the pack and . . . the picture is self-explanatory! A lifetime of laffs **79c**



STRICTLY STUPID. We found this on our desk one day . . . and decided you'd have to see it, too! Actually it's a very utilitarian foot . . . holds a pack of cigarettes, an ash tray and a lighted smoke. In realistic ceramic .. **$1.95**



SPEEDEE WEENEE. In just 2 minutes your hot dogs are roasted to perfection! Plug in, put hot dogs inside—flavor is electrically sealed in! Ideal for speedy dinners, lunches and snacks. Plastic . . . AC current **$2.95**



ON THE SPOT REMOVER. Purse or pocket size to carry with you always. Removes embarrassing stains on the spot. They are little wicks saturated with cleaning fluid, harmless to fabrics. Individually sealed in tin foil, just 3" x 1⅛". **12 for 79c**



SIX COLOR PENCIL. Just by a twist of the dial of this amazing pencil you can write in a choice of 6 colors: red, blue, black, green, orange or yellow. Has a smart ebony colored tip, and is guaranteed not only for life, but forever by the manufacturer. Only **$1**



GLO-ALL. Luminous paint that glows in the dark. Gives safety, convenience in home or outdoors. For house numbers, fixtures, light switches, door bells, steps, door knobs, etc. No more groping in the dark—a few dabs of Glo-All will light your way. Bottle **$1**



IMPORTED ENGLISH FERN. Brilliantly beautiful, green growing plants that need absolutely no care! Actually lives and thrives on air alone. Requires no water or soil. Lives indefinitely, never turns brown. Planter not included. 3 BUNCHES **$1**



SLIDING TRIVET. Protects your table surface! Gleaming chrome that harmonizes with your finest silver. Closed, it is 7½" across and 8" long. Takes a tea pot or the largest turkey platter . . . open, it is a large 12". The plastic feet save table tops. Easy to clean **$1**



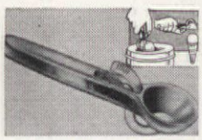
CRAZY HORSE. Latest adult craze! This big 6" by 4" horse is in squishee plastic that can be bent in any shape . . . holds that shape but never loses his form. 1,000,000 different positions are possible. You can play with him for hours on end, never repeating a position. Relax with bright, colorful Crazy Horse **$1**



CORNUCOPIA. Fill it with fruit or flowers! Nothing's more beautiful on a table. Made of strong willow reed, natural color, with 3 small feet for support. Overall length 13", opening 7" in diameter. This lovely Horn of Plenty will highlight every festive decorative scheme. (Fruit not included.) **$1.95**



DOODLE POODLE. World's most unusual and amusing fine quality ball point pen. Twist the tail on this 5" bow wow and out shoots his tongue—the ball pen point! When you finish writing, just twist his tail again and his tongue retracts. Keeps you smudge-free. Has a long-lasting blue ink cartridge **65c**



ICE CREAM SCOOP. Here's the scoop! Use it for ice cream, plus quick, appetizing service of mashed potatoes, vegetables, cottage cheese, salads and molded desserts. Made of sturdy steel and plastic, it has an efficient thumb lever with gear action . . . a single press empties it completely. Cuts serving time at parties **$1**



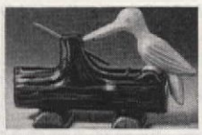
TIDY COVER HOLDER. Wonderful new sanitary device keeps garbage or trash can lids always closed—prevents dogs and cats from prying off and wind from blowing off lid. Keeps your yard clean. Fastens to any can of 15 gallons or more, stays on whether can is open or closed. Made of spring steel **$1**

LIFE SAVER. Prevents auto collisions! The world's most advanced warning signal. Life Saver is clearly visible through rear window—instantly warns following cars when you Stop, Slow or Go! Completely automatic—green light shows when accelerator is applied, amber light goes on when accelerator is released, red light gleams when brake is applied. Easily, quickly installed. Only **$4.95**





GLUE INJECTOR. Mends furniture or toys quickly, without taking them apart. Drill in handle makes tiny hole in joint, plunger forces glue in under pressure—and the repairs are made! Wonderful tool for model makers, too. In aluminum, 4" long **$1.50**



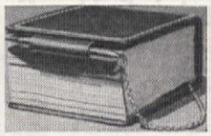
WOODY TOOTHPICKER. Want a toothpick? Just push Woody's head down and the nosy bird springs right up again—a clean toothpick in his beak! Just fill the log with toothpicks . . . and Woody serves them to you one at a time. Red and white, all plastic **75c**



BRASS STAMP BOX. No running out of stamps with this glowing, solid brass case on your desk! Smart modern design—holds up to 500 stamps, feeds them out one at a time. 1⅜" diameter, 1½" tall, and heavy enough to double as a paperweight **$1.50**



MINIATURE PLAYING CARDS. Almost microscopic in size—52 perfect, tiny playing cards and the joker. So accurately reproduced they can actually be used. ⅜" long, printed in red and black, with backs in blue. Ideal for bridge prizes, collectors items. The deck **50c**



CHUNKY PAD. Keep it on your desk, in the kitchen, by the phone. Beautifully bound in genuine leather, smartly saddle stitched. Has a gold-plated mechanical pencil on a gold-plated chain. Complete inside lining of moire. With huge pad of paper **$1.25**



VACUMITE. An auto vacuum cleaner! Easily, quickly frees your car from dirt, sand, crumbs, grime, dust—prolongs life and lustre of the fabric, makes car healthier. Easily installed, attaches to manifold, operates from car. Complete with 12 ft. hose **$3.95**



MAGNETIC POT HOLDERS. No hooks needed! These cling to your stove, sink, refrigerator—to anything made of steel. Always at your fingertips when needed. Completely washable. The magnet never rusts or loses its strength.
3 for $1



LINT LIFTER. For all your lint-gathering garments—here's a lint remover! Twice as effective as a brush—just roll it over clothing and lint, hair and dust disappear. When roll surface is lint-laden, peel it away, there are lots of layers underneath **$1**
Refills **50c**



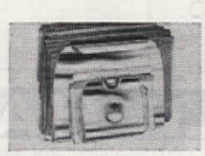
PARKING DIAL. No more wrinkled fenders or dented bumpers while parking! With this Parking Dial you park perfectly every time—on the first try. Attaches to dash with a suction cup. Tells you when and which way to turn your wheel.. **79c**



ZIP-FIX. Fixes broken zippers right on the garment! Makes home zipper repair simple, foolproof. Saves tailor bills, tedious sewing, cost of new zipper. Unbreakable, 1-piece metal construction. Fixes all zippers, small or large. With 2 zipper sliders, and instructions **79c**



SQUEEZIT. A bright red tomato with perky green stem and leaves, dispenses catsup! Made of new miracle plastic—squeeze and catsup comes out in controlled flow. No waste, no shaking. Holds full bottle of catsup. Unbreakable, washable, odorless. Can be stored in refrigerator **98c**



SACK TRAP. Loves to be left holding the bag! Attaches to wall or door, expands to hold dozens of paper bags. Smaller holder in front for milk cards, paper napkins, etc. 7" x 6", satin-finished tensile spring aluminum. Mounting screws included **98c**



PURSE DUET. Glove guard and purse holder in one! Holds your gloves while shopping, slips on the edge of a table out of the way while dining. Fine chain clips to your purse handle. 14 carat gold plated, gift boxed **$1**



PLAYING CARD MATCHES. 24 dainty miniature boxes of matches—each box cleverly crafted to resemble a real playing card. Made in Italy—in full color. They'll rate Ace High at your next bridge, poker or canasta party. Perfect table prize, too. 24 BOXES **$1**



KORN BARBER. Shaves the toughest corns and calluses, quickly, painlessly. Removes both corns and outer growth. Made of surgical steel. Will not break skin or draw blood. Stays sharp for years. Eliminates dangerous razors and corn plasters **$1**

MAIL COUPON NOW! ALL ITEMS SENT POSTPAID!

SPENCER GIFTS
33 Spencer Building, Atlantic City, N. J.

Please Send Me the Following. My Payment Is Enclosed.
( ) Check ( ) M.O. Sorry No Stamps or C.O.D.
FREE! With Every Order, Spencer's Unusual Spring Gift and Gadget Catalog.

HOW MANY	ITEM AND PRICE		AMOUNT
	Demi-Hangers	Set $ .59	
	Cabi-Dent	.59	
	Real Lie Detector	24.95	
	Nu-Suede	1.00	
	Coffin Nails	2.25	
	Jack In Pack	.79	
	Strictly Stupid	1.95	
	Speedee Weenee	2.95	
	On The Spot Remover 12 for	.79	
	Six Color Pencil	1.00	
	Glo-All	1.00	
	Imported English Fern 3 bunches	1.00	
	Sliding Trivet	1.00	
	Crazy Horse	1.00	
	Cornucopia	1.95	
	Doodle Poodle	.65	
	Ice Cream Scoop	.79	
	Tidy Cover Holder	1.00	
	Life Saver	4.95	
	Glue Injector	1.50	
	Woody Toothpicker	.75	
	Brass Stamp Box	1.50	
	Miniature Playing Cards	.50	
	Chunky Pad	1.25	
	Vacumite	3.95	
	Magnetic Pot Holders 3 for	1.00	
	Lint Lifter	1.00	
	Refills	.50	
	Parking Dial	.79	
	Zip-Fix	.79	
	Squeezit	.98	
	Sack Trap	.98	
	Purse Duet	1.00	
	Playing Card Matches 24 boxes	1.00	
	Korn Barber	1.00	
	Total Enclosed		

Name .....

Address .....

City ..... *State* .....

I understand that if I am not completely satisfied I may return my purchase for a full refund. Safe delivery guaranteed, postpaid.

It's EASY! It's FUN! It's PROFITABLE!
Make these as gifts or sell for profit



Angel Feathers ORCHID KIT 1.39 postpaid

Newest of the new! Graceful, exquisite, fully fire-proofed Angel Feathers. They make lovely corsages, centerpieces, baskets. To introduce you to this loveliest flower-making material we have this introductory kit that contains a beautiful assortment of colored Angel Feathers and instructions.

Also includes illustrated ideas for novelty arrangements.

WOOD FIBRE Sweet Pea and Camellia KITS

Beautiful, non-wilting wood fibre corsages. Each kit contains materials to make many corsages, easy-to-follow instructions and saleable sample. 1.79 each postpaid



MAKE JEWELRY FOR FUN & PROFIT!



a. Rhinestone Prayer Cross with Lord's Prayer magnified in center. Kit contains cross, rhinestones, sterling chain 3.59 each pp.

b. Spray Pin and Earrings Kit. Contains jeweler's metal frames, rhinestones, cement, instructions, gift box 1.25 set pp.

All Kits Sent Postpaid

Send 15¢ for large illustrated catalogue. Sent free with first order.

Join Our FREE HOBBY CLUB
Get News of Latest Kits and Receive a Beautiful Jewelry Sample as a Gift.

The HOBBY MART, INC.
Dept. Z
604 Penn Ave., Pittsburgh 22, Pa.



Clamps easily onto any bed regardless of width of the frame.

When your child outgrows his crib, YOUTHGUARD lets him move directly into a regular size bed with complete safety! No tools needed . . . YOUTHGUARD clicks on, clicks off! Precision-made of hardwoods. Beautiful, hand-rubbed furniture finish in maple, walnut or waxed birch. 6.95 ea. ppd.

AUXILIARY RAIL for attaching YOUTHGUARD to hollywood beds $1.95 ea.

Send check or money order (No C.O.D's.) Satisfaction guaranteed or money back.

THE VANDALIA COMPANY
570 VANDALIA ST. ST. PAUL 14, MINN.



NEW! REVOLVING SPICE RACK

This sensational Spice Rack does away with cluttered boxes that hide one another on shelf! Holds 11 standard-size cans; revolves to put them at your fingertips! Sturdy aluminum, lacquered white, with fasteners to hang on wood, metal, $1.95 [Add 35¢ for postg. & hdlg.] under or inside cupboard.

CROWN CRAFT PRODUCTS, 246 Fifth Ave. Dept. 213, N. Y. 1



CAR SNAC

A Snack Rack for Your Car

A year-round auto utility for week-end trips, traveling with children, vacations, and picnics. Smartly styled in gay red and blue Scotch plaid lithographed on steel. Fitted with two quart-size vacuum bottles in matching plaid, 5 plastic cups and spacious food compartment with versatile handles that fit snugly over back of front seat, holding Car-Snac securely or fold together for convenient carrying.

Wonderfully priced . . . . . $10.50 ppd.

WARD PHILLIPS COMPANY
3 East Main St. Dundee 5, Illinois

NEW! SISAL HEMP RUGS



Example prices
6 x 9 only $27.50
9 x 12 only $52.50
shipping prepaid

WRITE FOR FREE RUG CATALOG IN COLOR

Sisal hemp in clear decorator colors is woven seamless in square-patterned rugs. Wear forever, reversible, washable, vacuum easily. Beige, gray, yellow, green, brown, off white. Other sizes: 8'x10' $38.50. 9'x15' $65.50. 10'x14' $67.50. We pay shipping. Send for free swatches of sisal fiber. Please print your name and address.

Send for information on Manila Hemp Rugs —45¢ a sq. ft. for standard sizes. Enclose 60¢ for sample square.

CARABAO SPECIAL PRODUCTS COMPANY
Dept. AM3
950 Columbus
San Francisco, Calif.

RENEW YOUR RUGS

Amazing New Dye —Just Brush On Rug —Right on The Floor!



Just like magic," the amazing new dye RUGADUB, changes or restores the color of your rugs. Just brush on. Let dry overnight—"presto," your rug looks like "new" in the morning. For any wool rug. Colors evenly. Neutral rugs take any color. Refresh dark rugs with nearest Rugadub color. Dyes a 9 x 12 rug.

Conceals Most Spots and Stains

Use on solid, mixed or figured rugs. Seven Rugadub colors: Deep Hedge Green, Emerald Green, Midnight Blue, Black, Wine, Raspberry and Tobacco Brown. Complete Rugadub Kit includes mixing tray, brush, measuring cup and easy-to-understand directions. ONLY $3.95. Hurry—Order NOW! Specify color.



Money Back Guarantee

Just send $3.95 (check or M.O.) with name and address or order C.O.D. and you pay postage. Specify color. Money back either way if not delighted.

NOTE: Write us about FIBREDON for fibre rugs and SOFADUB for furniture upholstery

The CHAIR-LOC Co., Dept. AHB Lakehurst, N. J.

Electric Coffee Grinder



Here's coffee like Gramma' used to make! Grind it *fresh* into the measuring glass with a *KitchenAid* Electric Coffee Mill (to any grind desired) . . . you take advantage of the natural, flavorful coffee oils retained in the whole bean . . . you get the best cup of coffee. And a *KitchenAid* Coffee Mill makes a wonderful gift, too! $24.50

KitchenAid Electric Housewares Division (Dept. KA9) of The Hobart Manufacturing Co., Troy, Ohio

---



Best meat you ever ate!

Chef's

PRESSURE SEASONER

seasons meat from inside $1.50 ppd.

Forget old fashioned, ineffectual meat seasoning methods. Put seasonings in top of CHEF'S PRESSURE SEASONER, add liquid, seal, insert. Steam builds during cooking; forces delicious flavor all through meat. Tested by William Lachman, Chef of Biltmore, Los Angeles. Money back guarantee. Send check or money order today.

TOWLE MANUFACTURING COMPANY
Dept. A3 • Walnut Creek, California

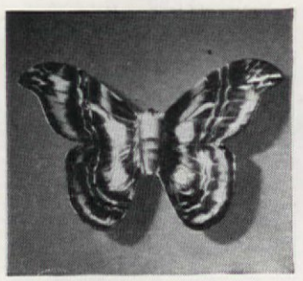
PUT IT HERE—a tea cup, a drink, an ash tray, your lunch while watching TV or enjoying the porch. Two pretty little tables that fold away will earn their keep a hundred ways. 13½" x 18", 21½" high. Antique black with gold rose or pasteled red with black rose. Matching pair with stand, $5.95 ppd. (Add 50¢ W. of Miss.) New England General Store, Plain Street, Millis, Massachusetts.



THE WICK'S END delivers moisture from the reservoir in the base of this pot up into the soil for your African-violet. Not too little so the poor thing droops, or so much it drowns—just enough. One-piece molded pot and saucer is 3⅞" high, 5½" in diameter. Chartreuse, coral, green, red, or yellow polished plastic. 69¢ ea., or 2 for $1.25 ppd. Black & Co., Forest Hills, N.Y.



A SOCIAL BUTTERFLY in your family will love to have a china butterfly dish on her dressing table to hold her rings and wrist watch when she takes them off. This one has a wing spread of 6". Also makes a pretty-as-springtime ash tray, or hangs on wall for a whimsical touch. $2 ea.; 2 for $3.75 ppd. Gay butterfly colors. Loraine Kay, 893 Autumn Avenue, Brooklyn 8, New York.





from the Mediterranean Shores | **SHOPPER'S CARRYALL**

HAND KNOTTED OF PURE NYLON

The rage of fashionable Europe! Hundreds of practical uses! Holds all you can carry, folds to size of a half-dollar! Shopping bag, school bag, laundry bag, closet bag, beach bag, yarn bag. Blue, yellow, red, white, green, orange, purple.

WRITE TO:

DISTANT HORIZONS SEND $1
3 for $2.75
6 for $5

DEPT. AH 3-3 • 2 LENOX AVENUE • MT. VERNON, N. Y.

Liquid Raw-Hide



NATURAL REDWOOD FINISHES

Gloss or Dull

Even longlasting Redwood needs surface protection. Behr process Liquid Raw-Hide Redwood Finishes are now available in: Natural-Clear-Gloss or Dull; or Redwood Color Sealer #3, $1.65 Qt., $4.65 Gal. Also Redwood non-gloss stain #4, $1.45 Qt., $3.95 Gal. All Prepaid and Guaranteed. Wood Finishing Booklet with every order or free on request.

LINSEED OIL PRODUCTS CO.
357C Del Monte St. • Pasadena 3, California
"Specialists in Resin Free (All Oil) Finishes"



"DOGGY" SCATTER PINS! OVER 80 BREEDS!

Hand-painted composition head studies, ¾"—$1.00 each.

ALSO horses, cats, mallards. EARRINGS to match—$1.95 pair. Many other items—send for free catalogue! Prices postpaid—Satisfaction guaranteed.

WALNUT MINIATURES
Dept. A
Barnegat Light New Jersey



WASH 40 WINDOWS IN 40 MIN.

Wash, dry, polish a window per minute with WINDO-WASHER; carries own water supply. Sturdy, durable rustproof aluminum. Use a broom or mop handle for high windows. Money-back guarantee. Only $3.95 postpaid. Send check, cash or money-order to FINISHERS' PRODUCTS, Dept. 12, PO Box 8647, Dallas, Tex.



MILK·HANDLE

NOW AT LAST a handle for the milk container . . . the most used article in your kitchen. What a convenience for measuring milk! Even the smaller children can manage the 2-qt. carton with ease. Sturdily constructed—easily transferred. You'll use it many times daily. Everybody and in-laws, too, will want MILK·HANDLE. ORDER YOURS NOW! Sorry, limit two. Ppd $1.00 ea. or 2 for $1.75. Satisfaction guaranteed, of course.

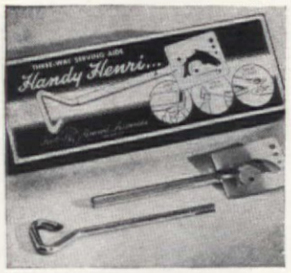
SAYER PRODUCTS, Dept. 33-A, 51 E. Huntington Dr., Arcadia, Calif.



A WOMAN'S IMAGINATION is doubly hard-pressed during Lent in whipping up tasty fish dishes. Here's an assortment of New England Clam Chowder, Fish Cakes, Finnan Haddie, Lobster, Red Sockeye Salmon, Cleaned Shrimp, Sardines, and Whitemeat Tuna, plus a recipe booklet. $4.85 ppd. (Add 40¢ W. of Miss.) Frank E. Davis Fish Co., 12 Central Wharf, Gloucester, Mass.



UN-HAMPERED? Well, send right off for this heavy gauge, quilted plastic hamper in yellow, blue, or green. It can be hung from hooks in the usual manner *or* will hang in a closet from its own clothes hanger which can be inserted. 18" x 27" with a big 9" flap, it will hold lots, has full-length zipper across bottom for speedy emptying. $1.95 ppd. Jore, Dept. A, 78 Fifth Ave., N.Y.C.



HANDI HENRI comes to the aid of all parties coping with tiny keys which are supposed to, but don't always, come with vacuum tins of sardines, coffee, etc. Shiny stainless-steel, it really does a man-sized job of the grand opening—and if you're "taking a can of sardines," that perforated shovel-like end brings them out in fine style. $1 ppd. Whitman House, 521 Fifth Ave., N.Y.C. 17.

Steam-Iron Water Purifier



MAKES TAP WATER SAFE FOR STEAM IRONS, BATTERIES, ETC.

It's a nuisance to keep distilled water on hand for your steam iron—and now it's unnecessary! Steam-Iron Water Purifier makes ordinary tap water soft as rain and chemically pure—safe for steam irons and batteries. Ion-exchange resins do the job. You get chemically pure water for only 6¢ to 13¢ per gallon (depending on local water) instead of 50¢ to 75¢ per gallon for distilled water. And it's always there when you need it! $1.75 POSTPAID

Walter Drake

SATISFACTION GUARANTEED OR YOUR MONEY BACK

493 Drake Bldg., Colo. Springs 12, Colo.



BLESS THIS HOUSE

prays this popular pin-up trivet. Better keep several on hand—an inspired gift for special occasions. 7" diam. $2.25, black iron. Postpaid.

GARRET THEW STUDIOS
A-1, Westport, Conn.

Dyna foam

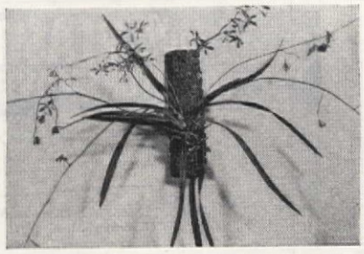


Cleans your rugs and upholstery scientifically without scrubbing or rinsing. Restores fabrics to their original brilliance. Contains no soap or bleach and leaves no lasting odor. Safe and economical to use. Non-inflammable.

DYNA FOAM kit containing enough concentrate to make over 100 quarts of cleaning foam and a large rubber sponge applicator ($2.98 value), *only $2.00 ppd. Satisfaction guaranteed.*

No C.O.D.'s or stamps please.

DYNA FOAM
P.O. Box 2710, Cleveland 11, Ohio



Orchids Anyone Can Grow

You can easily grow exquisite "Butterfly Orchids" anywhere indoors. From Spring through late Summer they'll bear as many as 200 exotically fragrant miniature white orchids with purple throats. Crown of 10 or more bulbs is mounted on highly decorative oak slab, ready to hang or set anywhere. Fun to grow, a delight to give or own yourself. Simple instructions provided. $2.00 postpaid. Max Schling Seedsmen, 618–16 Madison Ave., New York 22, N. Y. *Exciting New Spring Gift & Gadget Catalog FREE on request.*



low-priced modern stacking stools

Contemporary design in sturdy wrought iron and solid hardwood. Use them for seating, for serving. Each stool can support over 300 pounds. 17" high; 14½" diameter top. Charcoal black legs are rubber tipped. Clear, selected poplar seat is smoothly sanded—ready for shellac, stain or paint. Completely assembled. Shipped express charges collect. Sorry—no C.O.D.'s. Send check or money order.

MONEY BACK GUARANTEE

Set of 3 for $9.95

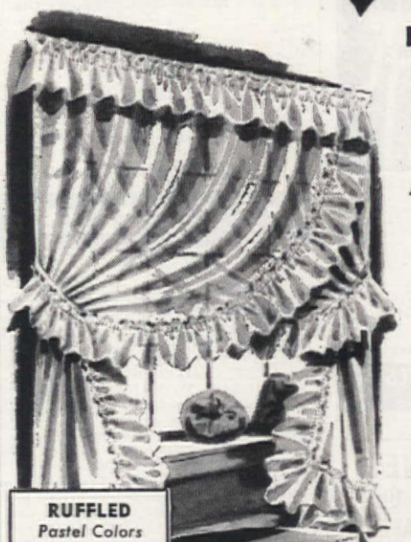
Send for FREE FOLDER of modern ready-to-paint hardwood furniture.

Made & Sold ONLY By country workshop

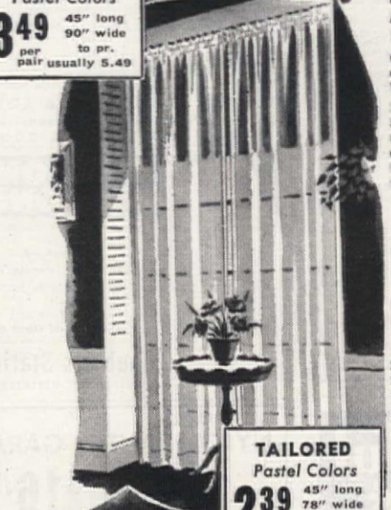
Dept. H-3, 95 Rome St., Newark 5, N. J.

at last . . . at new low prices!

NYLON CURTAINS in 5 COLORS



RUFFLED *Pastel Colors* 3.49 per pair 45" long 90" wide to pr. usually 5.49



TAILORED *Pastel Colors* 2.39 per pair 45" long 78" wide to pr. usually 3.98



TIERS 30" long 1.99 per pair 78" wide to pr. usually 3.49

FAMOUS CURTAINS AT UNBELIEVABLY LOW PRICES

All Sizes . . . Styles . . . Colors
70 Denier Nylon

Order by Mail today for Immediate Delivery

SAVE $2 TO $13 A PAIR

100% DuPont Nylon Curtains featuring all of Nylon's magic qualities, in pastel *shades* . . . Whatever your choice in style, size or color, you'll find it here at prices so low you must be amazed. And every single pair is guaranteed finest quality Nylon. Money Back Immediately if not 100% delighted.

COLORS . . . Pastel shades of Buttercup Yellow, Rose Pink, Seafoam Green, Wedgewood Blue, Ivory White.

RUFFLED . . . Save to $13.00 a pr. . . . 5½" babyheaded dainty edged ruffles, permanently stitched . . . Wide enough to criss-cross (as illustrated), or to hang Priscilla-style.

Width to Pr.	(Length)	Usually	Now
90"	45"	$5.49	$3.49
90"	54"	5.98	3.98
90"	63"	6.98	4.49
90"	72"	7.98	4.98
90"	81"	8.49	5.49
90"	90"	8.98	5.98
90"	99"	9.98	6.49
168" (Double)	72"	16.98	9.98
168" (Double)	81"	18.98	10.98
168" (Double)	90"	20.98	11.98
168" (Double)	99"	22.98	12.98
246" (Triple)	72"	23.98	14.98
246" (Triple)	81"	26.98	15.98
246" (Triple)	90"	28.98	16.98
246" (Triple)	99"	30.98	17.98

TAILORED . . . Save to $2.20 a pair. 78" wide to pair with generous bottom hem . . . Double stitched side hems.

Size	Usually	Now
45" long, usually	$3.98 per pr.	$2.39
54" long, usually	4.49 per pr.	2.79
63" long, usually	4.79 per pr.	3.19
72" long, usually	4.98 per pr.	3.59
81" long, usually	5.49 per pr.	3.98
90" long, usually	5.79 per pr.	4.39
99" long, usually	5.98 per pr.	4.79
108" long, usually	6.49 per pr.	5.19

TIER CURTAINS . . . Pastel Colors. Save on Smart Nylon Tiers. Adds original decorator look to any room. Use singly or tier-on-tier (illustration shows two pr.). 78" wide per pr.

Size	Usually	Now
30" long, usually	$3.49 per pr.	$1.99
36" long, usually	3.98 per pr.	2.19
40" long, usually	4.49 per pr.	2.39
45" long, usually	4.98 per pr.	2.59

Mail Orders filled anywhere in U.S.

Satisfaction Guaranteed or Money Refunded

When in New York visit our Salesroom

godell's

31 West 27th Street, N. Y. 1

GODELL'S (Dept. N3-D)
31 West 27th St., N. Y. 1

MAILING CHARGE: To prepay add 30¢ for the first pair, 10¢ each additional pair.

Please send the following 100% DuPont Nylon Curtains

Ruffled ☐ Tailored ☐ Tiers ☐

Quantity	Size	Color	Price

Check ☐ M.O. ☐ C.O.D. ☐

Name_____

Address_____

City_____

YOUR SMARTEST BUY!
Solid Birch & Maple
Captain's Chairs
READY-TO-PAINT
DIRECT FROM FACTORY TO YOU!
2 for $14.95



SMART BECAUSE—factory low prices save you money! You'll use them in every room—clean carved lines blend with all your furniture. **Completely assembled,** smoothly sanded—ready to paint, stain or lacquer. **Solid birch and maple** construction will last thru year after year of rugged use. Seat 17" x 16½", overall ht. 28½". Packed 2 of a kind to carton—minimum order accepted, 2 chairs.

Fast delivery—shpg. chgs. collect. Send Check or Money Order. Money-Back Guarantee.

MAKERS OF FINE CHAIRS SINCE 1851

MEADOWBROOK INDUSTRIES
West Hempstead 3, N. Y.



NEW! IMPROVED!
TRASH DISPOSAL UNIT
BURNS REFUSE SAFELY

A new type outdoor disposeall unit safely, quickly burns trash and garbage in any weather. Damp, green, dry refuse is fully consumed. Scientific draft design eliminates fire hazard of flying ash, sparks—minimizes smoke, smell. Nothing to get out of order. Needs no watching. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 20" sq. at base by 34" high. 2 bu. cap. Sturdily built. New hinged top with handle. Recommended by Bureaus of Fire Prevention. Full price Model E $12.95 postpaid. Money back guarantee.

DELUXE WEATHER-RESISTANT MODEL EC—Same specifications as above plus a baked-on, dull gray, ceramic finish that's rust resistant regardless of climate. Efficient—attractive—lasts for years. Money back guarantee. Model EC—$15.95 postpaid.

DELUXE WEATHER-RESISTANT MODEL D—Weather-protected with baked-on, dull gray, ceramic finish. Bigger, more efficient—measures 43" high by 25" sq. at the base with 3 bu. cap. Complete with grate. New hinged top with handle. Money back guarantee. Model D only $21.95 postpaid. Send check, cash or money order for model desired to:

ALSTO COMPANY, Dept. AH-3
4007 Detroit Ave., Cleveland 13, Ohio

Make Beautiful things
FOR PLEASURE AND PROFIT

Let us show you how extremely easy and fascinating it is to make beautiful and useful things out of *LIQUID PLASTICS* and *CERAMICS* . . . as easy as pouring water out of a glass! Make an endless variety of attractive things to beautify your home . . . or as gifts . . . or as a source of income! Make exquisite jewelry, fascinating planters, novelties, gadgets, figurines, etc. Send only 25¢ for big 56-page catalog and *FREE* instruction book! Money refunded if not *OVERJOYED* by the opportunities offered!

PLASTICAST COMPANY, Dept. 4
(Write to nearest address)
P. O. Box 6737, Chicago 80, Ill. — P. O. Box 987, Palo Alto, Calif.



"Hopalong Cassidy's"
Very Own Horse
"TOPPER"
Neighs As Kids Ride Him

Kiddie Size 1 to 3 yrs. Old—22" Tall **$1.98** Plus 30¢ Postage

Child's Size 3 to 10 yrs. Old—28" Tall **$2.49** Plus 30¢ Postage

Sensational New Vinyl Plastic Inflated Horse, decorated with Hopalong Cassidy's Picture and made to look just like his famous horse, "Topper," actually ROCKS—BOUNCES—NEIGHS! Kids can sit on him and bounce right across the room, Topper neighs with every bounce, Straddle "Topper's" broad back—he neighs with delight. Pull his reins, he whinnies, impatient to be off! TOUGH—Safe—Clean—Strong enough to support a 200-lb. man. "Topper" is made of 12 gauge Vinylite scuff-proof plastic, electronically sealed. Suitable for ALL kids from 1 yr. to 10 years old because each child rides "Topper" his own way—and "Topper" can take it!—Fully Guaranteed. C.O.D. Orders Accepted.

P. J. HILL CO., Dept. T-257, 933 Broad St., Newark, N. J.

BE DIFFERENT!
Glamorize Your Parties—Thrill Your Guests
HERE'S HOW!



TIERED CAKE PAN SET; Recipe..... $2.20
Make a tiered cake, so right for weddings, showers, anniversaries, etc. Use our set of 3 tin-plated pans, 8 10, 12 in. x 2 in. deep.

PERFECT CAKE DECORATOR $2.50. Show your hidden artistic talents! Use our professional type decorator to make that delicious cake more beautiful. Instruction book tells how, six popular tips do the work. Aluminum, 6¾x1½.



CAKE DECORATING BOOK... To get "real fancy" take lessons from Ateco's 80-page book of vivid pictures and instructions showing all you can make with icing. $2.25.



CREAM ROLL HORNS $1.00. Delicious cream horns (cornucopias) can be yours. Make flaky horns of plenty on this set of 6 forms, fill with whipped cream, custard, etc. Recipe and instructions included.

Send check or m.o. (COD 40c extra) Postage Ppd. Money Back Guar.
MAID OF SCANDINAVIA COMPANY
3245 Raleigh Av., Dept. 1, Minneapolis 16, Minn.
THE HOME OF UNUSUAL COOKWARE



PERSONAL STATIONERY
Fine quality Hammermill Bond
Name and address printed in black ink.
300 single sheets 6"x 9"
100 envelopes to match
$3.00 Postpaid
Print name and address clearly
NO C.O.D. U.S.A. Only

Hauber's Stationery
BOX 1183A ST. PETERSBURG, 2 FLA.

WATERPROOF
NYLON AUTO GARAGE!



$16.95

Full elastic hems insure perfect, secure fit. Made of DuPont Nylon, weighs a fraction of any plastic garages . . . Mildew proof . . . Protection against snow, sleet, wind . . . Holds securely all kinds of weather . . . Rubberized . . . Fits all standard makes and models. (*Large car size $2.50 Extra.*) Prepaid or sent C.O.D.
10 Day Money Back Guarantee
MARDO SALES CORP.
480 Lexington Ave.
Dept. G-2066 New York 17, N.Y.

BE GOOD TO YOUR FEET!
Send for **FREE CATALOG** IN SIZES 1 to 13 AAAAAA TO EEEEE

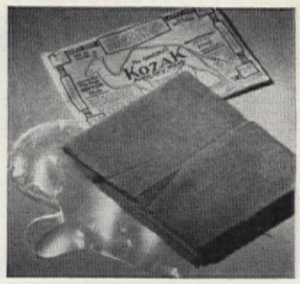


Sizes 3 to 12 AAAA to E in black suede; black, red or white kid
Sizes 3 to 10 **9.95**
SIZES 10½ to 13 10.95

Showing Quality Shoes for all occasions

SOLBY BAYES
126 Tremont St. (Dept A3) Boston 8, Mass.

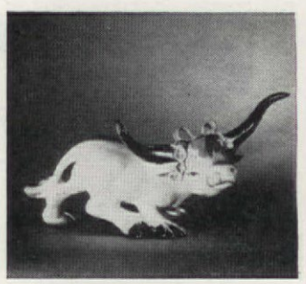
OUR CAR SHINES since it's been getting a daily once-over with a KozaK. A treated cloth for "dry-washing" a car, preserves the finish, gives it polish. After a week, we threw in the old-type dust cloth forever. For our dainty hands, it has a plastic mitt—our spouse doesn't bother. Regular, $2 ea.; 3 for $5. Super, $3 ea.; 2 for $5 ppd. KozaK, P.O. Box 231, Batavia, N.Y.

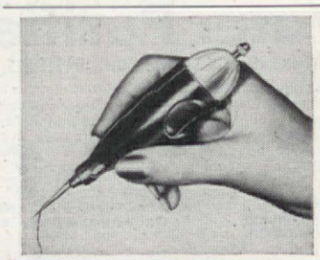


SWIMMING IN CIRCLES around the shade of this lamp are all the fish that ever got away. We mean it—the shade automatically revolves from the heat of the light bulb. Of course it may be adjusted to remain stationary if that's too realistic for you. Plain tripod wrought-iron base. 16" overall. To delight a big fisherman or a small fry. $6.50 ppd. Lowe & Sons, Pasadena, California.



MADLY IN LOVE is this *Bum Steer* with the *Holy Cow* we showed some time ago. Of pink porcelain bisque with shiny gold horns and hooves, he's lost his bullish orneryness to wear a blue bow, a garland of flowers on each horn, and a lovesick look in his eyes. Send him to someone you have that all-gone feeling about. 2½" long. $2 ppd. Elron, 219 W. Chicago Ave., Chicago 10, Ill.





GREATEST INVENTION SINCE THE NEEDLE—Now, do a professional sewing job at home in half the time. Sew a beautiful, invisible blind-stitch hem without rethreading. Magic Stitcher holds a complete spool of thread. Do hemming, tailor-tacking, applique, basting, shirring, smocking. Uses regular or elastic thread. Light (1 oz.), fits palm of hand. Instructions included. $2.95 postpaid (Please, no COD's). Guaranteed to please. Send 25c for booklet on sewing hints. Albin of California, Room 23, 1401-23 W. 8th Street, Los Angeles 17, California.

Shaped-to-fit PLASTIC FURNITURE COVERS
Free Catalog
Shows Lawson, Wing, Club, Sofabed, Platform Rocker, Modern, Sectional, etc.



Durable **Firestone Velon Covers** stop dirt from ever reaching your lovely upholstery. Provide *year 'round protection* against dust, soot, liquids, romping tots or pets. Keep furniture *always* clean and still let your family use it without keeping after them to *"be careful"*. Transparent, soft, pliable . . . won't crack or peel!

Chair SIZES As Low As **$3.95**

Over 150 "Shaped-To-Fit" Styles and Sizes for chair and sofas. Don't confuse with shapeless *"bag-type"* covers. **Separate Cushion Covers** also available. Low price—best quality, money-back guarantee! Easy to order. Write for **Free Catalog and Sample of Plastic**—do it *now*.

HOUSE OF SCHILLER, Dept. AH-14
180 North Wacker Drive, Chicago 6, Illinois

AMAZING NEW TINY RADIO



Really Works—World's Smallest Carry in your pocket. New Preset Crystal eliminates All Tubes, Batteries or Electric "Plug-ins" Forever! Sweep band dial—Beautiful Red Plastic case.
GUARANTEED TO WORK on local stations—use most anywhere—home, cabins, farm, etc. **SEND ONLY $1.00** (bill, ck., m.o.) and pay postman $3.99 C.O.D. postage on arrival or send $4.99 for P.P. delivery.
SEND $1.00
COMPLETE WITH EXTRA LONG DISTANCE AERIAL KIT AND PHONE. LIMITED SUPPLY—ORDER NOW! MIDWAY Co. Dept. BAH-3, KEARNEY, NEBRASKA.

BRAIDED RUG SUPPLIES
ALL WOOL Rug Material prepared for braiding, hooking, weaving. 17 beautiful colors. LOW FACTORY PRICES. **Satisfaction Guaranteed.** FREE Braiding Instruction Booklet and Samples. Write . . .
WOOL PRODUCTS INDUSTRIES, INC.
996 Kent St. • St. Paul 3, Minnesota



"TIGHT" SEALER
pail hose dishes books plumbing

SEALS ANY LEAK—REPAIRS ANY CRACK!

"Tight" is a clear liquid that goes on easily, dries fast and repairs everything you can think of! Pails, rubber footwear and hose, fuel oil lines, plumbing, dishes, leather and hundreds of other things! Seals leaks, repairs cracks, cements. Doesn't get brittle. It's unbelievable—until you try it and see for yourself! Sold on our regular unconditional guarantee—

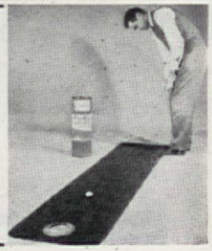
$1.00 POSTPAID

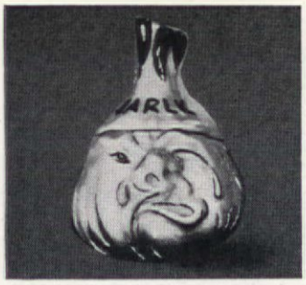
Walter Drake
SATISFACTION OR YOUR MONEY BACK
493 Drake Bldg., Colorado Springs 8, Colo.

A New Gift for a Golfer
Ben Hogan's ROLL-OUT GOLF GREEN
Rivals Real Grass

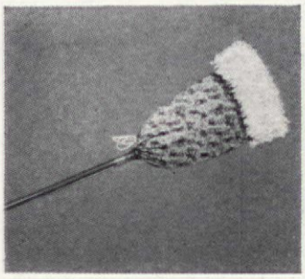
It's easy to perfect your putting on this realistic green. Ideal for home, rumpus room, den or porch. 8' long, 21" wide. Automatic putting cup. Packed in sturdy store-away tube only 22" high, 8" in diameter. $9.95 postage prepaid.

YUND BROTHERS
Distributors and Sales Co., Inc.,
Dept. A, 39 New Scotland Ave., Albany, N. Y.





GARLIC GERTIE is a real woes-bud to shelter a pungent-scented garlic bulb from the outside world. Those tasty cloves are strong friends, but keep them in their place or you'll be overcome by their proximity. And what better place than a whimsical teary-eyed ceramic garlic jar? It will tickle the cook! 4" high, $1.50 postpaid. Greenland Studios, 5858 Forbes St., Pittsburgh 17, Pa.



A CASE FOR A BROOM gives this old stand-by a dual personality. Slip one on for a quick and easy dusting of ceilings, walls, moldings. Even dry mop a floor. A gay cotton print with soft 1" pile chenile. You'll find it washes beautifully in machine or by hand. Wonderful for times you don't have the vacuum out. $1 postpaid. Mastercraft Prod., 212 Summer Street, Boston 10, Mass.



PEOPLE ARE COLLECTING our thank-you notes! And it's not because of what we say—it's because we pen them on these darling note cards. Each shows a collection of American antiques on front, the historical data on the subject on back. Brightly colored and plenty of room inside for your message. 3¾" x 4¾". Box of 12 is $1 ppd. Stony Brook Crafts, P. O. Box 175, York, Pa.



Save $100.00 a Year with New Automatic DATE & AMOUNT BANK

25c a Day Keeps Calendar Up to Date and Totals Amount Saved!

Amazing Banclok forces you to save a quarter every day, or calendar won't move. Also registers total amount in bank. Unbreakable plastic case with guaranteed mechanism and key. Pays for itself in 8 days. Mail orders filled promptly! Order 2 and save double!!

Reg. $3.50 On Sale **1.98** PPD.

DIRECT FROM MAKER

LEECRAFT 300 Albany Ave., Dept. 3A, Brooklyn 13, N.Y.

700 NEW BUTTONS ONLY $1.00

Beautiful, HIGH QUALITY buttons, ideal for dresses, shirts, blouses, etc. All colors, designs and sizes, including dozens of deluxe matching "sets." TREMENDOUS BARGAIN! "Left overs" from America's expensive garment manufacturers. SEND NO MONEY—pay postman $1.00 plus postage and C.O.D. fee. Or send $1.00 plus 25¢ for postage and handling. *Satisfaction guaranteed.*

GRANDMA GOODWIN
Dept. G61Q Girard, Illinois

NEW! SUCTION CELLAR DRAINER

Capacity 300 Gallons per Hour!



No more hand-pumping or bailing of flooded basements when you have DRAINMASTER. Just connect to a handy faucet with garden hose, submerge in flood water, run another length of hose to open drain or out a window, DRAINMASTER does the rest. Solid brass, no moving parts to wear. Drains fish ponds, swimming pools, tanks, elevator wells, window wells, trenches, etc. ORDER TODAY! Be prepared for flood emergency! *MONEY-BACK GUARANTEE! . .Postpaid.* $3.95

M. P. WHITE CO., Dept. 2-AH, 55 Stuart St., Boston 16, Mass.



Patent Pending

Personalized TREASURE DOME

(T. M. Reg.)

MAKES GRANDFATHER'S WATCH USEFUL

Graceful "bell-case" displays treasured heirloom watch. Treasure Dome makes a modern useful timepiece, fit for the desk of a king. Easy to wind. Use it any place in the home. Dome made of crystal clear DuPont Lucite with wooden base of blonde, ebony or mahogany. Choice with new *personalized* NAME PLATE at $4.95; three word imprint, print clearly, without name plate, plain $3.95. We pay postage. No COD. Write for free catalog to the Carol Beatty Co., Dept. 18E, 635 S. Kenmore Av., Los Angeles 5, Calif.

Patented



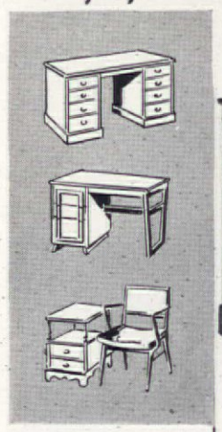
COMPLETE PROTECTION FROM GREASE SPATTER

One size satin aluminum MAGIC SHIELD fits ON all medium and large skillets and AROUND smaller sizes. Easy to use. Easy to clean. Keeps spatter IN the skillet.

$1.25 POSTPAID NO C.O.D.'s
TWO SHIELDS POSTPAID FOR $2.25
Money back if not delighted.

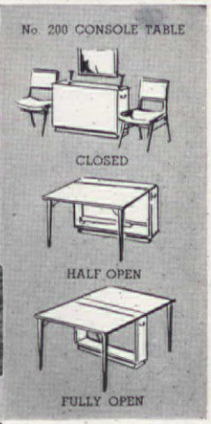
WILCO PRODUCTS Dept. A, P. O. Box 905 Louisville, Ky.

Highly DECORATIVE.... *Highly* USEFUL!



Famous HUBBELL FILE CHESTS





We also have many sizes and designs of filing desks, bookcases, and chair-side chests. All our products are sold only direct from our Factory which accounts for these great values. We guarantee your complete satisfaction on everything you purchase from us.

This useful piece of furniture serves as a perfect file chest as well as a beautiful lamp or end table. There are two full-depth file drawers, or one filing and two storage drawers.

Made of genuine mahogany, walnut, or oak, in several finishes.

Only **$36.98**

Just **$79.95**

This sturdy folding Console Dining Table — made of finest woods — beautifully finished — is versatile for apartment or small homes.

Matching chairs and china are available.

All prices are F.O.B. Zeeland, Michigan. Michigan residents add 3% Sales Tax

DIRECT-FROM-FACTORY PRICES MEAN SUBSTANTIAL SAVINGS!

MAIL COUPON TODAY for free illustrated folder on all Hubbell furniture.

H. L. HUBBELL MFG. CO. DEPT. AH-3, ZEELAND, MICH.

Name

Address

City State

build your own from... PROVEN HOME PLANS



SAVE! 3 Home Plan Books, only $2.00 Postpaid.

Over 300 Plans Including WONDER HOME

You'll find that dream home and countless new ideas—plans proven for lasting economy, comfort, beauty and designed to meet FHA needs. Blueprints for every plan at low cost.

1. PLANNING or DREAMING (New Edition)
2. SELECTED HOMES
3. BLOCK MASONRY HOMES

$1 per Book—ordered separately

HOME BUILDING PLAN SERVICE

Studio A, 2454 N. E. Sandy Blvd., Portland 12, Oregon

KITCHEN HELPERS

SPOONSTIRS



Wonderful *new* idea in wooden spoons. The straight edge makes it so much easier for you to stir, mix and scrape the sides of the bowl . . . much more efficient, too! Made from prime Vermont hardwood, each spoon is 11½" long. Attractively gift boxed. **$1.50** the pair, ppd.

PAN HANDLERS



Clever way to avoid burned fingers . . . just slip these on your hot pot and pan handles! Washable percale in colorful patterns, with loop for hanging. Red, Yellow, Blue or Green.

2 pairs for **$1.25**, ppd.

P. S.—These make delightful gifts for showers, housewarmings, Mother's Day! Sorry, no C.O.D.'s.

The Hanging Lamp

P. O. BOX 1947 • SPRINGFIELD, MASS.

FIX LOOSE CHAIRS

Amazing "Chair-Loc" S-W-E-L-L-S WOOD!

NOT a Glue



Penetrates wood fibres—makes them e-x-p-a-n-d, locking chair rungs, dowels, legs, tool and broom handles, knobs, ladders, joints, drawers TIGHTLY in place. Use no metal devices or cements. NOTHING LIKE IT! Quick, clean; easy. Not necessary to take parts apart. Lasts years. Over 350,000 sold! A child can do it! SPECIAL—¼ pint—$1 ppd. Money back guarantee. ORDER NOW from



FREE Instruction Booklet

CHAIR-LOC, Lakehurst 20, New Jersey

MORE BRILLIANT than DIAMONDS

You Won't Believe Your Eyes

The JARRA GEM—GLAMOUR MAGAZINE (May 1952 issue) said: "Each JARRA GEM stone is hand-cut and polished to diamond-like perfection." Yes, JARRA GEMS look exactly like the finest diamonds—yet cost only $24 a full carat (tax incl.).



FREE BOOKLET tells amazing story of the JARRA miracle gem. Shows 14K gold pins, earrings, ladies' and men's rings. *Easy Monthly Payments.* ***Visit our showroom.***

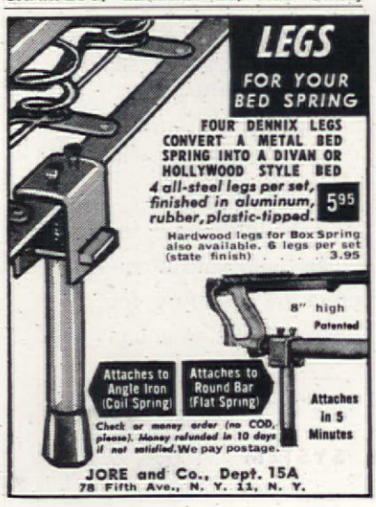
Jarra GEM CORP. Dept. A16
489 Fifth Ave., New York 17, N.Y.

LEGS FOR YOUR BED SPRING

FOUR DENNIX LEGS CONVERT A METAL BED SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED

4 all-steel legs per set, finished in aluminum, rubber, plastic-tipped. 5.95

Hardwood legs for Box Spring also available. 6 legs per set (state finish) . . . 3.95



Check or money order (no COD, please). Money refunded in 10 days if not satisfied. We pay postage.

JORE and Co., Dept. 15A
78 Fifth Ave., N. Y. 11, N. Y.

Prevent Dog Damage to Evergreens, Flowers, Gardens

Don't let dogs ruin costly evergreens, flowers, lawns, etc. **LIQUID CHAPERONE** keeps dogs away from everything that grows, also outdoor furniture, even garbage can. Harmless, economical. Just spray on—won't wash off. A little goes a long way. 8-oz. bottle just $1. Save money; season supply, only Qt. $3, Gal. $8.



TO KEEP DOGS OFF FURNITURE

Powder CHAPERONE will keep dogs off chairs, rugs, etc. Big Shaker Pkg. only $1.

SEND NO MONEY
Order Chaperone C.O.D. plus postage (or send cash at our risk and we will pay postage).

KITTY CHAPERONE—Prevents cats from clawing and ruining chairs, drapes, rugs, etc. Keeps them off anything you want to protect. Shaker Pkg. $1.

Money-Back Guarantee

Sudbury Laboratory, Box 622, S. Sudbury, Mass.
Stores: Write for Special Offers.



As fundamental as woodwork finish



Telephone wires can be made to disappear by providing boxes and pipes for them in the walls.

Where you want to bring out the rich, mellow tones of natural wood, beauty starts with the finish.

Where you want to keep walls and woodwork free of exposed telephone wires, beauty starts with the blueprints. For only by planning well ahead can you be sure to have concealed telephone wiring and plenty of conveniently located telephone outlets in your new home.

Built-in telephone facilities are easy to arrange, inexpensive to install. Talk about them with your architect or builder before construction begins. And for more information, just call your nearest Bell Telephone Business Office.

BELL TELEPHONE SYSTEM

Neighbors



Data from Byron L. Johnson

Everybody Has An Interest Here

Here is a story of Co-operation with a capital C. On South Dahlia Lane, one-third of a mile from the Denver city limits, live 32 families, each with a share in 32 homes, each with a share in every phase of living, from landscaping to rent-control. This co-operative housing development, the Mile High Housing Association, combines corporate management with community co-operation, with a current membership equity of about $4,700 per family. Besides enabling 32 families to live in desirable homes they couldn't have afforded if individually built, these families have an opportunity to enjoy an unequaled experience in good neighborliness.

PLEASE TURN TO PAGE 20





These two houses are from the same basic plan, with roof modifications for individuality. Each home has a frontage of at least 80 feet; floor space ranges from 850 to 1,650 square feet

Before buying any piece of furniture, ask

WHAT'S INSIDE?



millions of air cushions here make all the difference

IT'S what is underneath the upholstery—*the cushioning*—that plays such an important part in furniture value today. AIRFOAM, Goodyear's revolutionary super-cushioning, has over 500,000 tiny air cells in every cubic inch—as the microphoto at the right shows.

These buoyant, resilient air cushions give furniture a blissful comfort that lasts for years. AIRFOAM lightens housework, too, because it plumps back into shape instantly, never needs "fluffing up," even when your young Indians jump all over it.

AIRFOAM keeps this springy comeback for life—keeps your furniture always tidy and comfortable. It's cool, doesn't harbor moths or excite allergies. That's why better manufacturers of all styles of furniture—traditional, contemporary and modern—are now featuring AIRFOAM cushioning.

So why be satisfied with old-fashioned, lifeless, cushionings when the glorious lifetime comfort and buoyant, nonsagging crush-resistant good looks of AIRFOAM can be yours—in the furniture of your choice, at prices everyone can afford? Be wise and thrifty—find out what's inside before you buy! *Goodyear, Airfoam Dept., Akron 16, Ohio.*


AIRFOAM greatly magnified

Airfoam MADE ONLY BY GOODYEAR

THE WORLD'S FINEST CUSHIONING

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio



IN AUTOMOBILES—
AIRFOAM in seats and backs, cushions the ride, keeps upholstery in shape, enhances the resale value of your car.



IN PILLOWS and ENGLANDER MATTRESSES—
AIRFOAM gives cool, healthful, sleep-inducing support—never sags, lumps or needs turning.



IN SMART FOOTWEAR—
AIRFOAM gentles the jars . . . never mats down—feels just wonderful for the life of the shoe.



Family project—1953

It isn't uncommon nowadays for the whole family to be interested in details of home building. One reason is that there are new building materials now that make a house better and more livable—and at less cost.

In this house, Armstrong's Temlok® Sheathing will add both strength and insulation value. Temlok is an unusually strong fiberboard material. It is made of selected pine fibers, specially treated with asphalt, and compressed into large boards. Nailed right to the framework, these panels add extra bracing strength. Temlok is excellent insulation, too. It keeps the house cool in summer and cuts heating bills during winter months.

Armstrong's Temlok Sheathing saves you money right from the start. Workmen install it in about half the time required for ordinary sheathing, and labor is one of the biggest expenses when you are building. Because Temlok is thoroughly protected against moisture, you also save the expense of nailing up building paper.

Be sure to include Armstrong's Temlok Sheathing when you plan your new home. You will find it pays—both in lower building cost, and in fuel savings that go on year after year. For further information, stop in to see your nearby building supply dealer.



WRITE FOR FREE BOOKLET "A Package of Ideas for Your New Home." It's filled with suggestions about building materials and methods. Illustrated in color. Just write Armstrong Cork Co., Building Materials Division, 5303 Vine Street, Lancaster, Pa.

ARMSTRONG'S TEMLOK

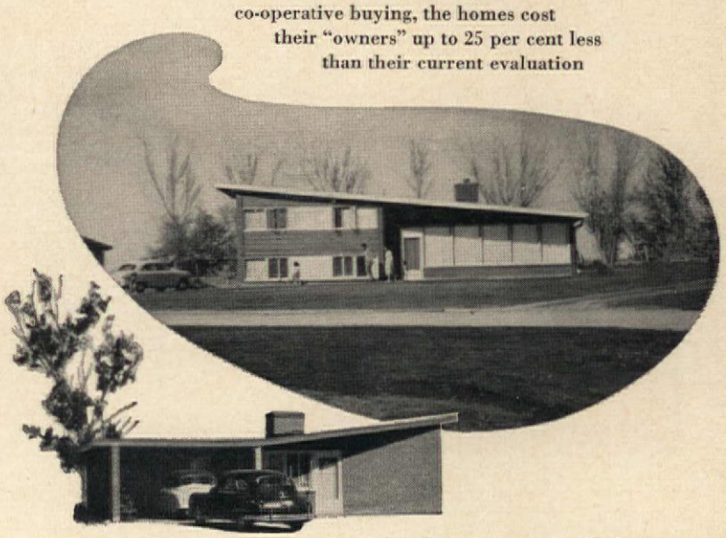
One of the building materials made by the makers of Armstrong's Linoleum

Everybody Has an Interest

(Begins on page 18)



The house above has a carport, while for the house below, the same plan has been reversed. Through co-operative buying, the homes cost their "owners" up to 25 per cent less than their current evaluation

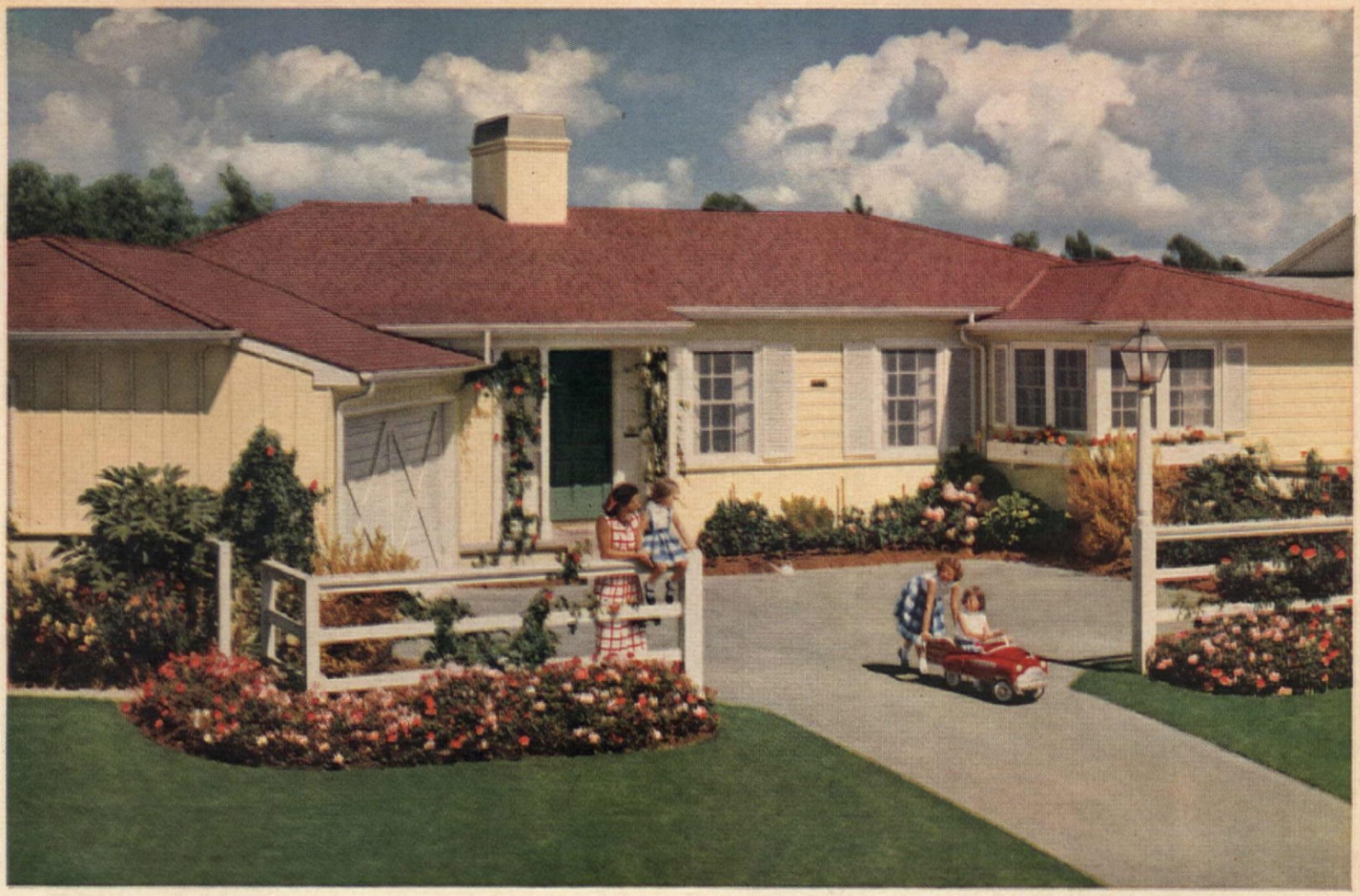


Another of the basic plan houses with carport. Houses are arranged so one man's back yard is another man's front yard

The original brainchild of four University of Denver professors who were living unhappily in temporary Quonset huts like the ones on page 18, the Mile High Housing Assoc. began when 32 interested persons, many of them faculty members, formed a corporation and floated an F. H. A. insured loan. One of the original four was Eugene D. Sternberg, professor of architecture and planning, who drew up the site plan assisted by C. Howard Miller of the University. A sociologist, an economist, and a professor of marketing and sales each put his theories into practice, but only after approval by the association members.

There is only one entrance to the neighborhood, making the street safe for children by eliminating through traffic. The houses were built from five basic house plans, modified so that no two are alike. Every lot is more than 9,000 square feet in area, and the houses have from two to five bedrooms each. The largest ones, with five bedrooms and two baths, were built, complete with land and utilities, for less than $18,000.

In exchange for financial freedom and a fine neighborhood, members must sacrifice much of their individual sovereignty, for no householder can plant a tree or build a fence without permission from the governing board of directors. Members must contribute time and labor on various community projects, or a cash payment in lieu of the time. But members feel that in view of the advantages, disadvantages are few. They have realized not only financial benefits, but live in a neighborhood that will always be well kept, are assured of playmates for their children, ample space with plenty of greenery, and community play facilities. The "psychic benefits" of friendship and community spirit are dividends the original planners underestimated.



Another beautiful home of West Coast Woods...

Imaginative exterior treatment places this smaller home of wood beyond the commonplace. A distinctive, yet practical home can be yours on a low budget when you build with wood.

Only wood offers you such an infinite variety of style and design possibilities... no other building material can possibly match it for warmth and friendliness. Add to these advantages wood's economy, durability and high insulating values and you will readily see why wood continues to be America's favorite home building material.

When you plan to build, be sure to ask your retail lumber dealer about West Coast Woods. These beautiful and versatile woods are Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.



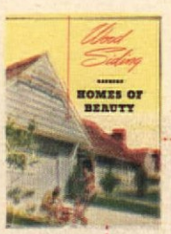
Wood interiors are increasingly popular because of their beauty and individuality. This lovely living room utilizes Western Red Cedar to set off the modern furnishings.

The economical building material from ever-growing forests

WEST COAST WOODS } Douglas Fir, West Coast Hemlock, Western Red Cedar, Sitka Spruce

Lumber of Quality Produced by Members,

WEST COAST LUMBERMEN'S ASSOCIATION



SEND FOR FREE BOOKLET. Beautifully illustrated with full color photographs of exteriors and interiors of actual homes. This new booklet "Homes of Beauty" is a wonderful source of ideas and suggestions for anyone planning to build now or in the future. Send coupon today for free copy.

Use this coupon for FREE Booklet

WEST COAST LUMBERMEN'S ASSOCIATION
1410 S. W. Morrison, Room No. 402, Portland 5, Oregon

Please send me your free booklet, "HOMES OF BEAUTY".

Name_____

Address_____

City_____

Zone_____ State_____

Coupon may be pasted on postcard.

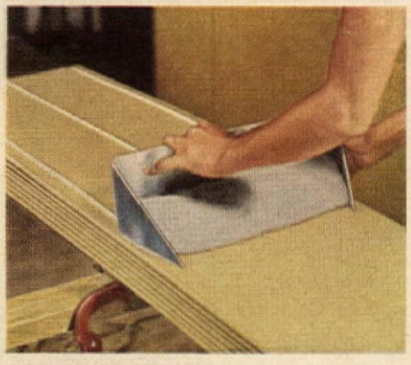
WANT TO MODERNIZE?



PREFINISHED STRIATED PANEL—subtle surface scorings create the effect of costly straight-grain wood paneling.



PREFINISHED KNOTTY PINE PANEL—when walls are up the decorating's done too, resembling the natural beauty of knotty pine.



GOES RIGHT OVER OLD WALLS—simply spread PERF-A-TAPE* Cement on back of panels, press into place, and *presto:* they're up to stay.



ask about NEW

PANEL SHEETROCK*

GYPSUM WALLBOARD

NO JOINTS TO CONCEAL...NO NAILS TO TREAT!

New walls as lovely as these are yours with amazing new PANEL SHEETROCK! So easy to use, almost anyone can do it. Only 16″ wide, an 8′ panel weighs but 17 lbs. Easy to handle . . . simplifies finishing hard-to-get-at spaces in building or remodeling. Plain PANEL SHEETROCK may be painted as shown, or decorated with wallpaper, textures, grass cloth or other exciting finishes.

See this remarkable gypsum wallboard development at your U.S.G. building materials dealer. In Canada, PANEL SHEETROCK is manufactured by Canadian Gypsum Company, Limited, Toronto, Montreal.

WANT TO

*T. M. REG. U. S. PAT. OFF.

UNITED STATES GYPSUM

WANT TO DECORATE?



ask about

DURAVAL

A TEXOLITE* PAINT PRODUCT

IT'S RUBBERIZED...IT'S SCRUBBERIZED!

Here's exciting new *color* that perks up tired rooms makes your home cheerful and inviting.

Brushed or rolled, DURAVAL paint just glides on. It's dust-free in 20 minutes, leaves no "painty" odor. It's rubberized, so it freshens with a wipe—or scrub, scrub, *scrub* it if you like. Gives walls and ceilings that velvet look. 126 glamorous colors—popular pastels, dramatic custom tones—or create your own color by blending just *two* regular DURAVAL colors.

Visit your TEXOLITE paint dealer today!

126 GORGEOUS COLORS—Sensational new DURAVAL Color Selector takes the guesswork out of color harmonizing. Easy to use. See it at your TEXOLITE dealer.

GET STARTED?

Ask the dealer *who displays this famous sign*

The Greatest Name in Building

USG

Reg. U. S. Pat. Off.

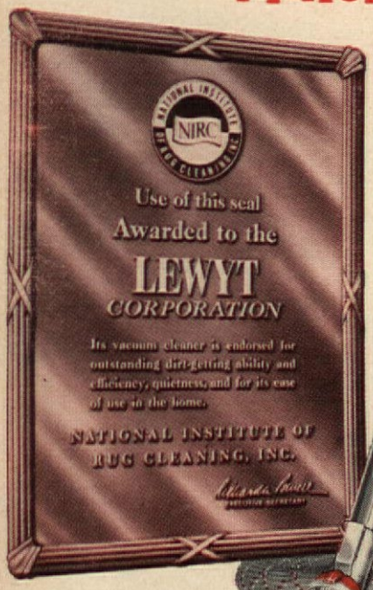
UNITED STATES GYPSUM

ANNOUNCING!

LEWYT

WORLD'S MOST MODERN VACUUM CLEANER

OFFICIALLY ENDORSED BY NATIONAL INSTITUTE OF RUG CLEANING!



Official organization of professional rug cleaners, devoted to research and the solution of technical carpet cleaning problems.

"Its cleaning power, quietness, freedom from leaking dust, ease of use—all combine to make the Lewyt an exceptionally fine vacuum cleaner"
...says National Institute of Rug Cleaning, Inc.

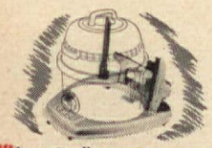


IT'S QUIET! IT'S POWERFUL! NO DUST BAG TO EMPTY!

Guaranteed by Good Housekeeping

Listed by Underwriters' Laboratories

LEWYT endorsed by National Institute of Rug Cleaning, Inc.
Vacuum your rugs daily. Have them professionally cleaned at least once a year by a National Institute of Rug Cleaning Member.



NOW! Lewyt rolls room-to-room, carries all cleaning tools!
"Dolly" carries Lewyt, rolls over rugs, floors, sills on rubber wheels! Keeps attachments handy! Optional at small extra cost.

- **No muss! No fuss!** Toss out extra-big paper "Speed Sak" few times a year!
- **Quietest of all!** Peripheral-Silencer hushes Lewyt to gentle hum! No roar!
- **Powerful over-size motor** creates *terrific* suction, gets *more* embedded dirt!
- **No. 80 Carpet Nozzle** with its automatic comb-valve and floating brush gets up lint, dog hair—*with less rug wear!*
- **No unhealthy leaking dust!** Micro-Dust Filter System catches dust even smaller than 4/100,000 of an inch!
- **Swivels! Cleans in 32 ft. radius** from 1 outlet! Reaches wall-to-wall from center of room! So light, compact!
- **Comes with 10 attachments** to clean floor-to-ceiling, *no extras to buy!* Backed by written Guarantee!
- **No radio-TV interference!** Dollar-for-dollar, Lewyt's your best cleaner-buy! Your nearest dealer is under "vacuum cleaners" in phone book!

DO IT with LEWYT **FREE!** *Write for colorful 16-page booklet "Home Cleaning Made Easy!"*

Available at leading stores in CANADA

LEWYT CORPORATION, Vacuum Cleaner Div., 72 Broadway, Brooklyn 11, N.Y.

Our Children



Dancing School Isn't Stiff Any More



ERIC and VIRGINIA M. SANFORD

Remember when you went to dancing school? If you were a boy, chances are you hated it (sissy stuff), and if you were a girl it was probably a chore, too. But there comes a time in every child's life when dancing lessons and a nodding acquaintance with the social graces become necessary. Betty Barndollar, mother of three, realized that something had to be done when Bobby, her oldest son, refused a party invitation because some of the kids had danced at the last party and he didn't know how to. There was no dancing teacher in Manchester, N.H., where they lived, so Betty, who was a good dancer and had taken lessons in a larger city, decided to teach Bobby herself. When Bobby's younger brother heard that, he wanted to learn, too. At this point, Betty invited some of their "girl friends" over and started to teach several youngsters at the same time.

When word spread around that Bobby's mother was going to

PLEASE TURN TO PAGE 96



Grand right and left in the "cowboy dance" finds youngsters enthusiastic and proficient square dancers. Even the grand march (above) is decorous, because the children love to show off their manners and vie with each other for praise. No dungarees or chewing gum at these dancing sessions, and the boys ask parents for white shirts "like Dad's" to wear to the Dance Parties



Betty Moore

COLOR CONSULTANT

"Write to me for painting or decorating advice. Please mention colors of the furnishings you plan to use, the size of room, and the location of doors and windows. I'll be glad to send you a color scheme without charge."

Address: Betty Moore, 511 Canal Street, New York 13, New York



Benjamin* MOORE *Paints

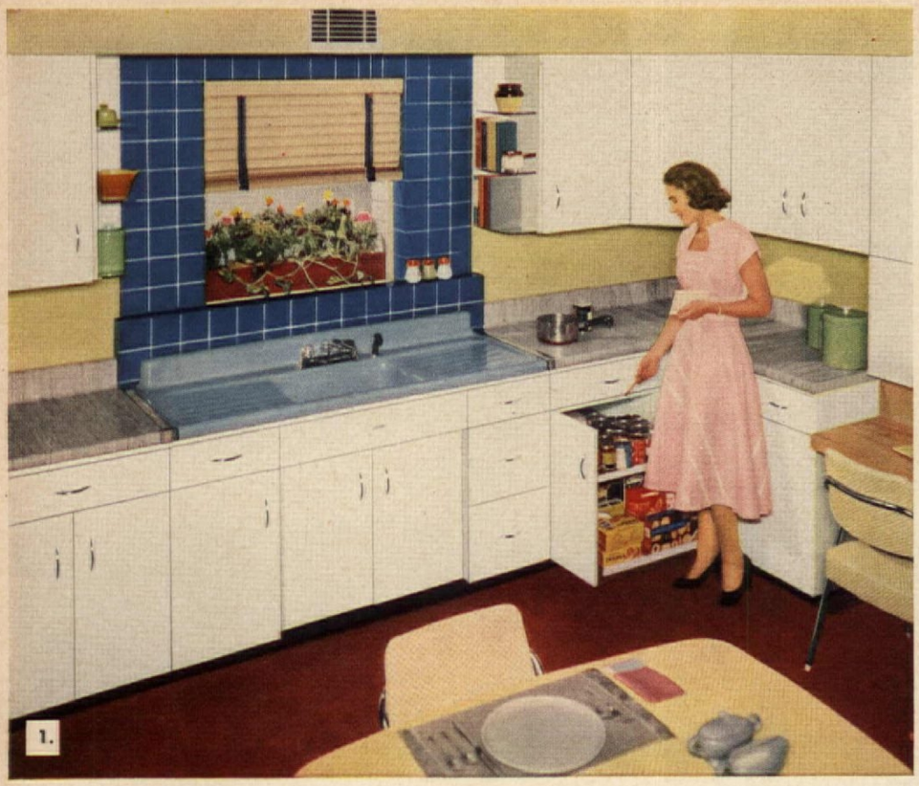
create new beauty for your home.

Delicate pastels, vibrant hues and in between shades—whatever your choice—you'll find appealing colors in Benjamin Moore Paints. And these fine products, favorites for 70 years with homeowners and painting contractors, are famous for their wonderful performance on the inside and outside of America's homes . . . Benjamin Moore Paints are priced right to save you dollars.

Your Benjamin Moore Dealer will help to make your decorating jobs easier this Spring. See him before you paint.

Benjamin Moore paints

©









Before you build or modernize,

be sure you have the answers to these vital questions.

1. ARE THE KITCHEN CABINETS CONVERTIBLE?

American-Standard steel kitchen cabinets are the *only* ones with shelf and drawer arrangements that can be varied to meet changing storage needs, working habits. They're perfect with American-Standard cast iron sinks, famous for beauty, durability.

2. IS THE BATHROOM THE FINEST . . . YET BUDGET-PRICED?

Be sure that your new bathroom fixtures are American-Standard . . . are quality-made of genuine vitreous china or of cast iron with a heavy enamel coating. Many styles and colors to choose from. And the really modern home has *two* complete bathrooms.

3. WILL YOU HAVE MORE COMFORT . . . MORE WALL SPACE?

With hot-water heating, get comfortable warmth plus unbroken wall space from American-Standard baseboard panels. They replace free-standing radiators, take practically no floor space. And there are American-Standard boilers for all fuels.

4. CAN YOU HAVE YEAR 'ROUND AIR CONDITIONING?

With warm air heating, you can also enjoy American-Standard year 'round air conditioning. Or install winter air conditioning now, later add the summer air conditioner and electronic air cleaner that operate with the same ducts for all-year comfort.

It really pays big dividends to install American-Standard kitchens, bathrooms, heating and cooling—high-quality products that give you years and years of trouble-free service. Should you want to sell your house at any time, you'll discover that American-Standard equipment is a big sales plus. Before starting to build or modernize, contact your American-Standard retailer — he can be of great assistance to you. He is listed in the yellow pages of your phone book. **American Radiator & Standard Sanitary Corp.**, Pittsburgh 30, Pa.

FREE! Illustrated literature containing detailed information on American-Standard products to help you select the equipment exactly suited to your needs. Mail the coupon . . . today.

PLEASE PRINT

American-Standard
Dept. WA-33, Pittsburgh 30, Pa.
Please send me free literature on the following:
☐ Bathrooms ☐ Kitchens ☐ Warm Air Heating
☐ Radiator Heating ☐ Air Conditioning

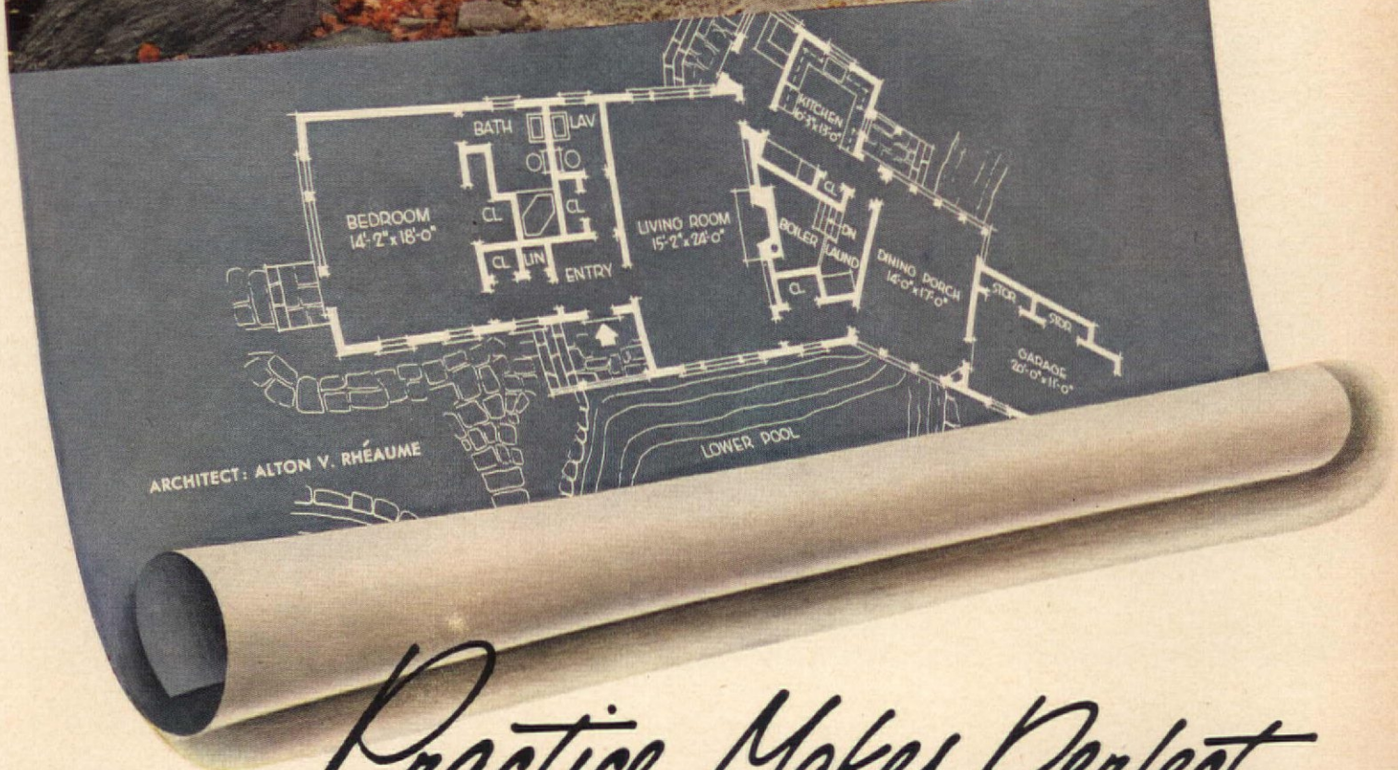
Name.....
Street.....
City.....
County..... State.....

If you live in Canada, send to: Standard Sanitary & Dominion Radiator, Ltd., Box 39, Station D, Toronto.

AMERICAN-Standard

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS





Practice Makes Perfect

JEAN GRAY

A celebrated professor of architecture once said that only a decorator who had furnished her mind by understanding Versailles would he permit to furnish his small seaside cottage. Of course he didn't want his cottage to look like a French palace! What he meant was that those who are familiar with great things, those who think well on a large scale, usually bring the greatest discrimination to small jobs. His remark seems made to order for Marie Lewis, whose gem of a house—her ninth—we show here. The others were large, exquisitely appointed with collector's items, and planned for the expansive living she used to enjoy. This one, designed for herself alone, and superbly furnished with things from a former guest house, contains not even a guest room, for Mrs. Lewis is now happiest if she can "wine them and dine them—and let some one else sleep them."

While she was planning this house with her architect, she decided to break away from her cherished, but demanding, possessions. After her sons and their wives had their pick of the heirlooms (they wisely took only token mementoes), she had an auction gallery "come and get it!" Then, a free woman, she evolved a present and a future out of her experience: the perfect one-woman house—compact but not cramped; hospitable but not burdensome; pink, pretty, and very sophisticated. For its fairy-tale façade, and the brook which meanders down to become an enchanting pool in front of the living room, neighbors in Stamford, Conn., call it "The Showboat." PLEASE TURN THE PAGE



In a different way the interior is even more remarkable. Enter—and give a sigh of pleasure, for there's space, there's comfort, and your eye is delighted no matter where it lights. No cute ruffles, nothing coy—yet everything appropriate to a small country house. You can see the living room's fireplace wall on our cover, and the "woodbox" alone is a symbol of the change Mrs. Lewis had made in her pattern of living—this full-up, business-like object bears no resemblance to the elegant ones she formerly used. But don't let the practicality blind you to the perfectionism. For one thing, there's the color—the over-all tonality is decidedly pink, but so subtly that you're aware only of a peaceful transition from one space to the next. If a paper seems to be blue, you'll find mauve overtones; if a wall is gray, you can be sure that pink is mixed in. Then there are the discriminating details, the beautiful judgments: the way the wallpaper, just right in scale and color, makes capital of a desk grouping of very simple pieces; the imaginative, un-standard way three pillows form a headboard; the use of just a smidgen of provincial paper in the kitchen where a smidgen counts for much, but more would have overwhelmed. Since this retired business woman wields a mean hand as a cook, the kitchen (where she prepares Good Victuals what really am good!) is decorated to her taste in every sense. Pink and blue used in an adult manner—*and* practically. The oven is just the right height, and the refrigerator was sprayed to match the other pinks—both facts are completely characteristic of the think-through Mrs. Lewis displayed in all parts of her house, inside and out.

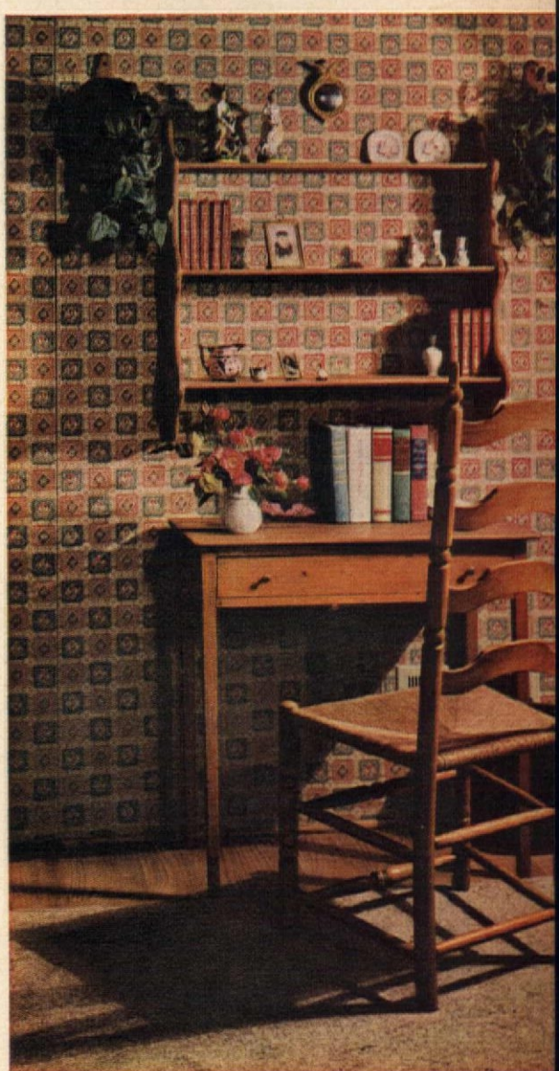






It takes skill to keep singing a single color note without becoming monotonous. This house is pink, but how subtly so! On the living-room walls, a deeper shade of green might have taken full command, but this one is soft enough to bow to the pink and still provide variety. In the bedroom, pink walls might have been overpowering—gray with a pinkish cast is much better. The kitchen is pink, and no doubt about it—but notice the blue, the green, and the wood tones



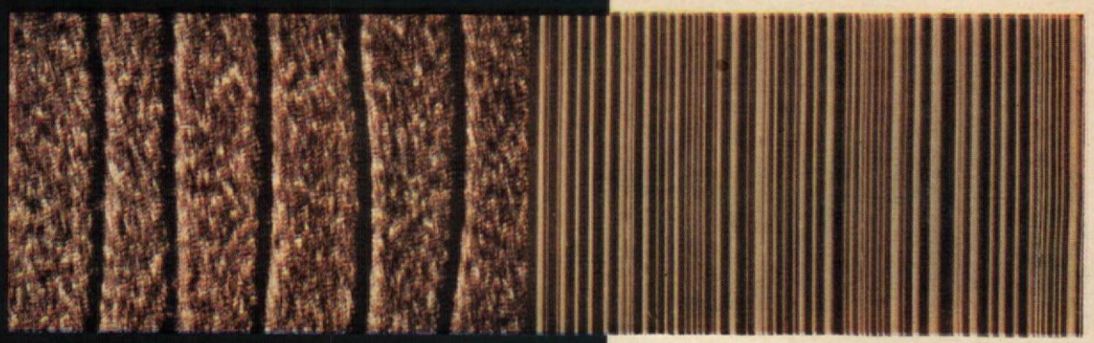


Practice Makes Perfect

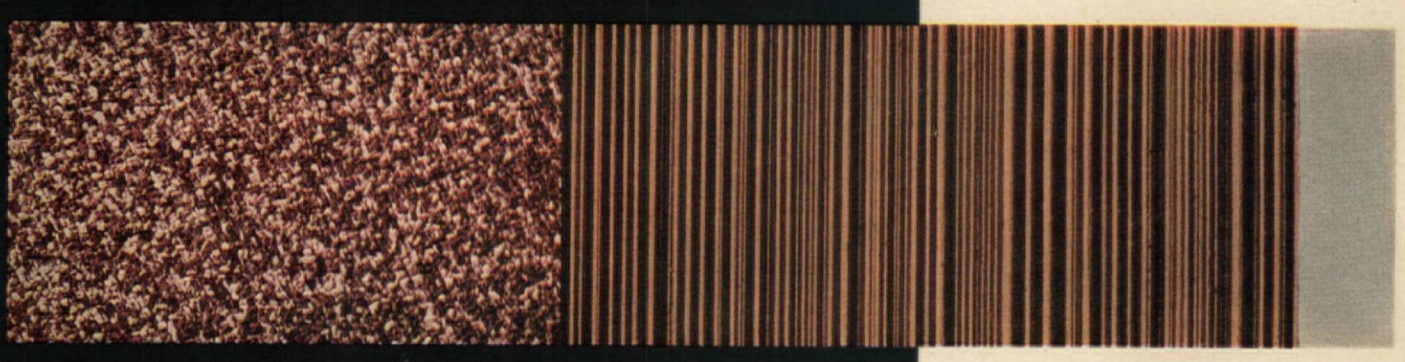
(Begins on page 27)



BEATRICE WEST





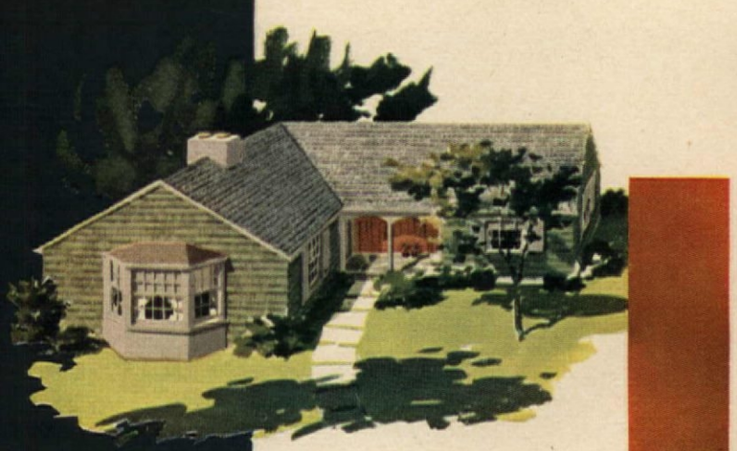


1. A scheme with a low, snug look to hold a house down to earth—for the roof, pastel brown asphalt shingles; for the siding, factory-stained tan wood shingles. Doeskin paint for trim, willow green for shutters or other accent are nature colors also. Excellent for a two-story house

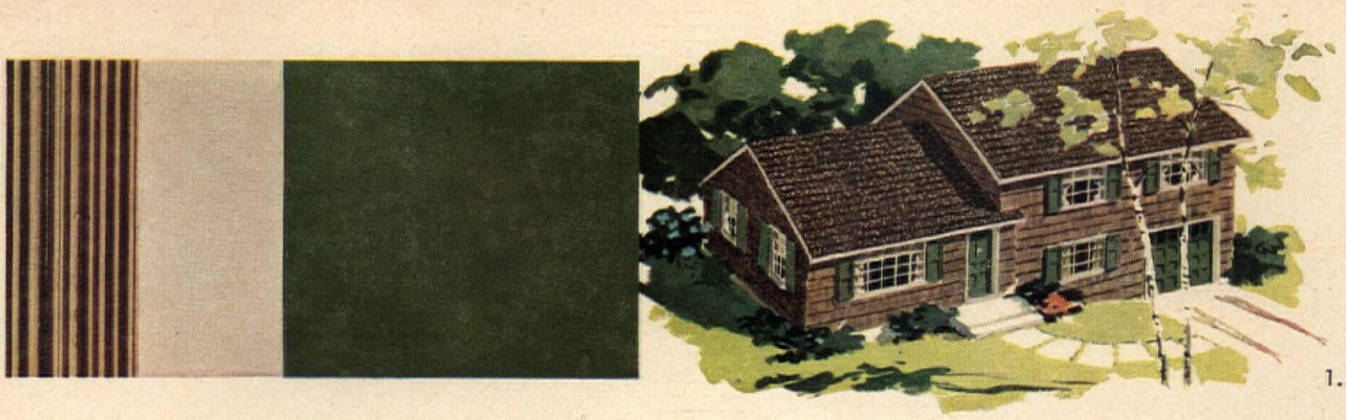
2. Bright, light schemes will make small houses look larger. This one has smart, white asphalt shingles for roofing combined with honey-yellow asbestos-cement siding that actually comes in panels 32 x 96 inches. Use lots of white trim—but use the strong gold accent color sparingly

3. Rugged scheme for a ranch house: rustic red in asphalt roofing shingles and wood siding shingles, color-impregnated at the factory. Gray trim if the house has distinguished architectural details; otherwise, trim should be red. Peacock blue can point up a deeply recessed front door, as here

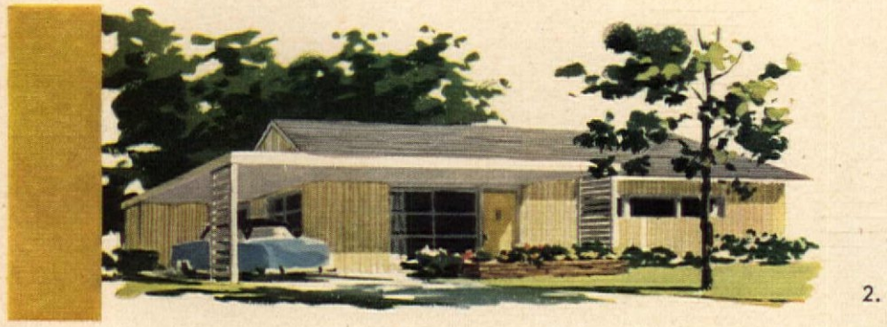
4. Pastel green asphalt shingles for roofing combined with a smart new color in pre-stained wood shingles—lime green. Gray is a quiet trim color with this pleasant green. Such a cool scheme needs a warm accent color: here it's redwood-color paint, possibly as lining inside a porch or breezeway



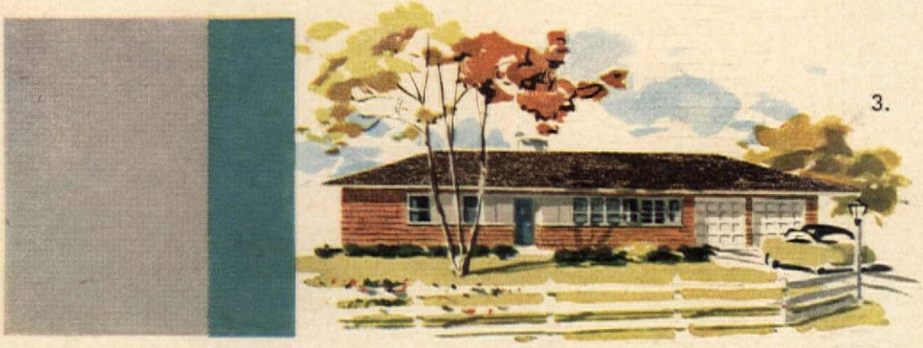
4.



1.



2.



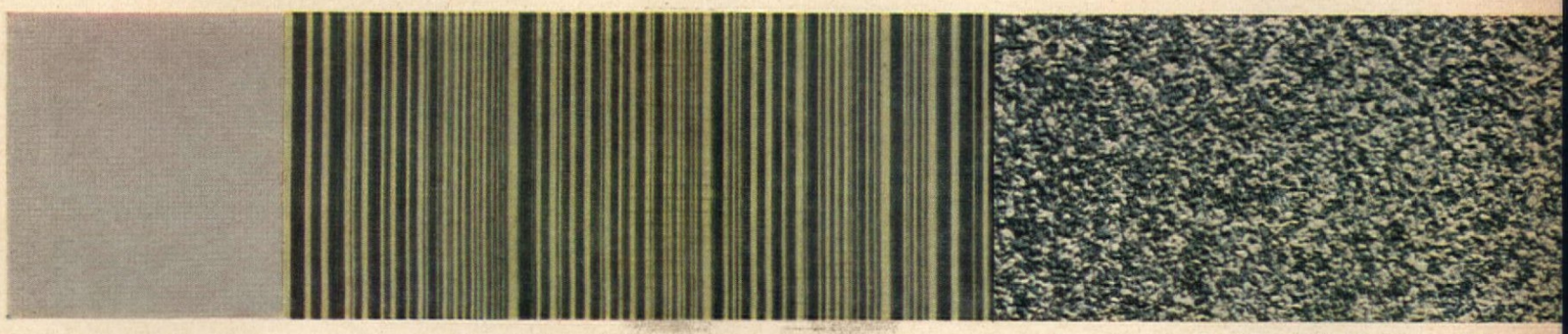
3.

The colorful roofing and siding materials on these pages have one wonderful thing in common—the color is built right into them at the factory. Used in combination with the marvelous choice of colors available today in tough, durable house paints, there's no longer any reason why your house should be just another dull brown bunny in the middle of the block.

Of the hundreds of color combinations which my staff and I create each year for building developments all over the country, I have selected these four as among the most popular. Two do a specific job: one is for the house that seems to sit too high off the ground and which needs "pulling down" to relate it to the plot; the other is a fresh, light scheme which is very effective in making a small house look larger than it is. Two are simply good-looking combinations of materials in the right proportions—you could use them for any house with fairly good architectural lines.

Here are things to remember: Don't combine too many materials—a hodge-podge of shingle, brick, stone, vertical and horizontal siding, plus paint in several colors, makes even a sizable house look small and cut up. If there are bad architectural features, camouflage them by keeping the trim the same color as the body of the house. Use dark shades to reduce, light ones to increase the apparent size of a house. And don't forget that a wet paint sample looks different from a dry one, and that the same color seems more intense on a large area than on a small sample.

Build in Your Color

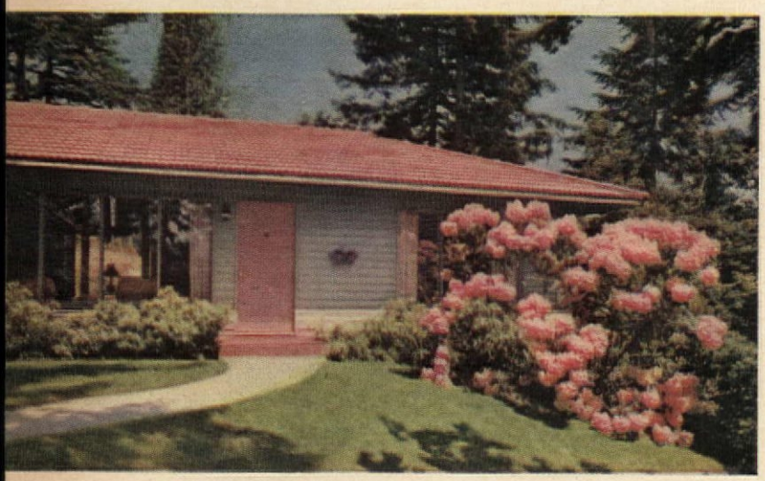


See "Where Credit Is Due" on page 136

CARRY OUT YOUR COLOR

Back when every man's castle differed a little from its neighbors architecturally, the real color scheme of a house began inside the front door—and every house on the block could be white with dark shutters. But since mass production brought architectural uniformity down upon us, we've taken such heretofore unorthodox exterior colors as pink and blue to our hearts to give our homes individuality. Our own colors start at the gate instead of at the threshold. And a good thing it is, for notice how revealingly color alone distinguishes the Cape Cod cottages opposite. Whether you build color in (page 30), or paint it on, it makes your castle your own.

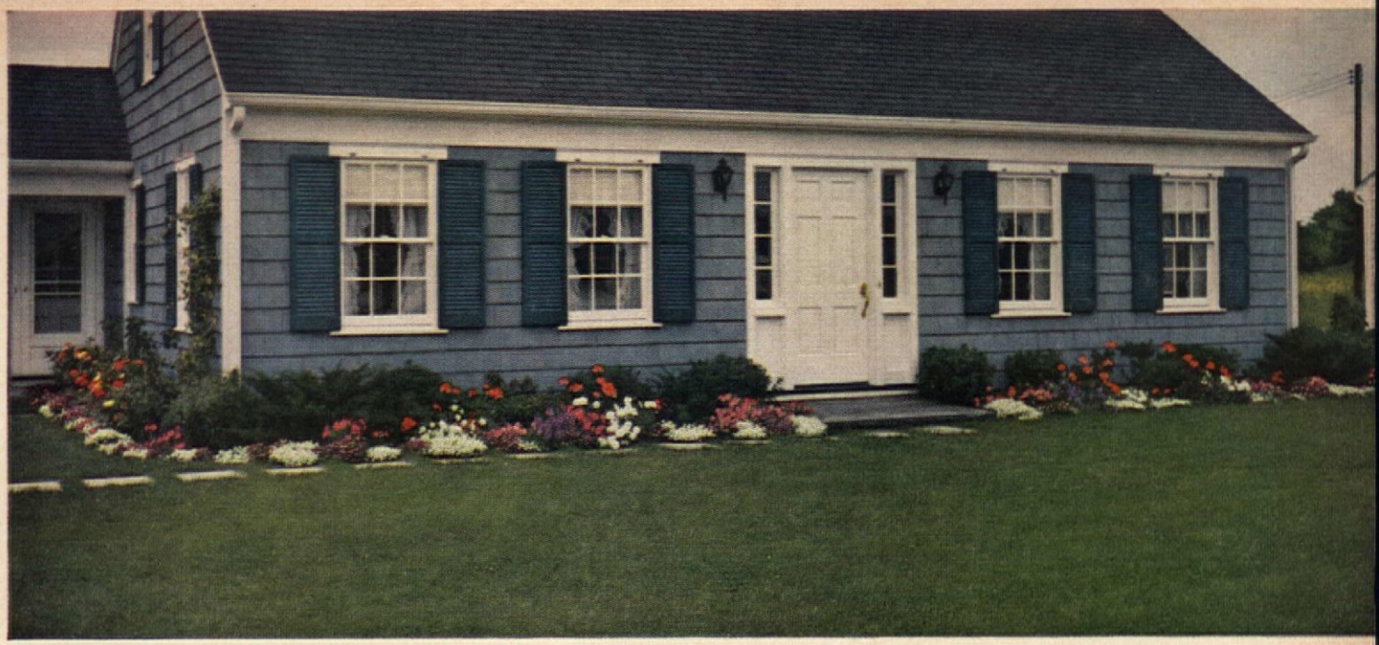
Flowers and plants can do for your house's color scheme what rugs and draperies do for your room's. Plant for year-round effectiveness plus seasonal drama, as was done with pink rhododendrons at your left. Or plant for long months of color. In the beds below, the profusion isn't random. See how the yellows point up the walls, how the whites echo the trim, how the reds carry out the accent of the doorway. The tranquil mood—as well as the color—of the white Cape Cod cottage is enhanced by the white petunia accents in low evergreen borders, while around the blue Cape Cod, the clumps of bright petunias, trimmed with sweet alyssum as the house is trimmed with white, are pert, pretty, and a part of the color planning. Even new planting can underline and punctuate the colors of a house, as you see in the center of the opposite page. So, in your landscaping, give thought not only to form, mass, and texture, but to that fourth and all-important factor—color which "does something" for the exterior of your house.



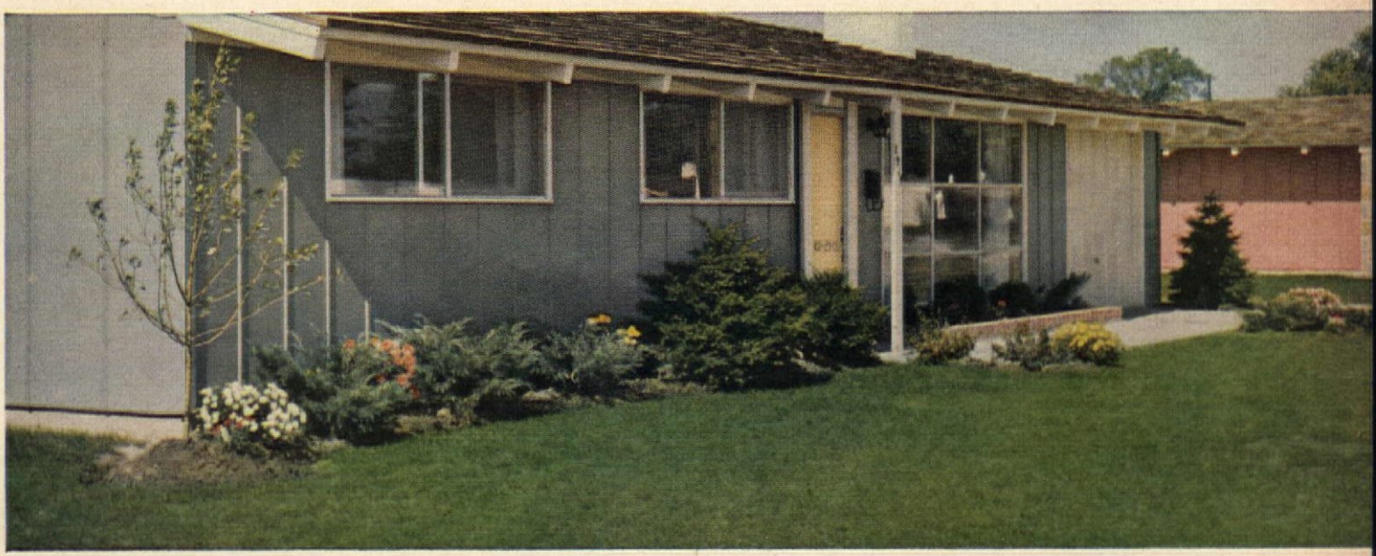
Owner: George N. Wait

Owners: Mr. & Mrs. John D. Frew; Architect: James Lyons





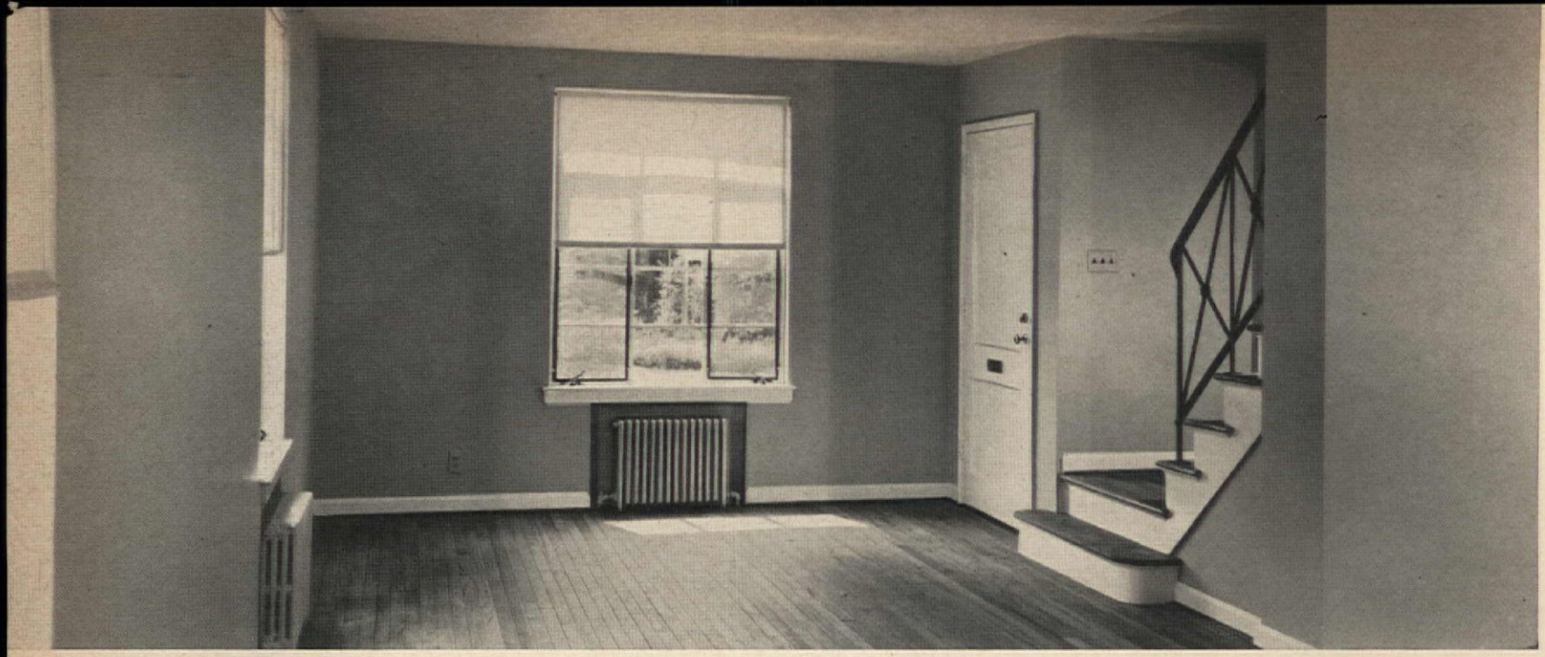
Owners: Mr. & Mrs. P. F. Annable; Architect: Arthur Krumwiede



Owners: Mr. & Mrs. Robert Neale; Architect & Builder: Donald Scholz; Landscape Architect: Leonard J. Aue



Owners: Mr. & Mrs. H. E. Horsley; Architect: Arthur Krumwiede





WOMAN CONQUERS SPACE

When four people move into four rooms after living in ten—then you *have* to conquer space! The apartment they moved into consisted of a long, narrow, living-dining room, a small kitchen, and two bedrooms and bath upstairs. Because two of the occupants are young fry, a separate dining room was essential, and there was a place for a partition (page 36). So far, so simple. But the living room, 11′3″ x 16′ after division, had to welcome Dad, serve as a home office for a career-gal Ma during the day, and sleep guests. Even with a houseful of furniture to choose from, it took doing on the part of a couple suffering from that so-prevalent-common-cold-in-the wallet.

It wasn't easy to abandon them, but the smart woman who conquered this space problem realized that the big sofa and oversized chairs, so perfect in her old home, would be looming giants here, leaving space for nothing—and no one. She replaced them with an armless sofa-bed, love-seat width, and two leatherette side chairs, sale-priced at two for $35. All fit the bill, the purse, and the room. So do the desk and cupboards which make the office part practical and presentable. So does the striated plywood table, rubbed with brown so the leather radio looks well upon it, and equipped with drop leaves so handy when cocktails are served. The draperies, custom-made of a handsome and expensive fabric, were the largest investment—very satisfying, but not extravagant since the rooms are standard height and the draperies thus have a future. To make the room appear larger, the colors were held to the neutrals.

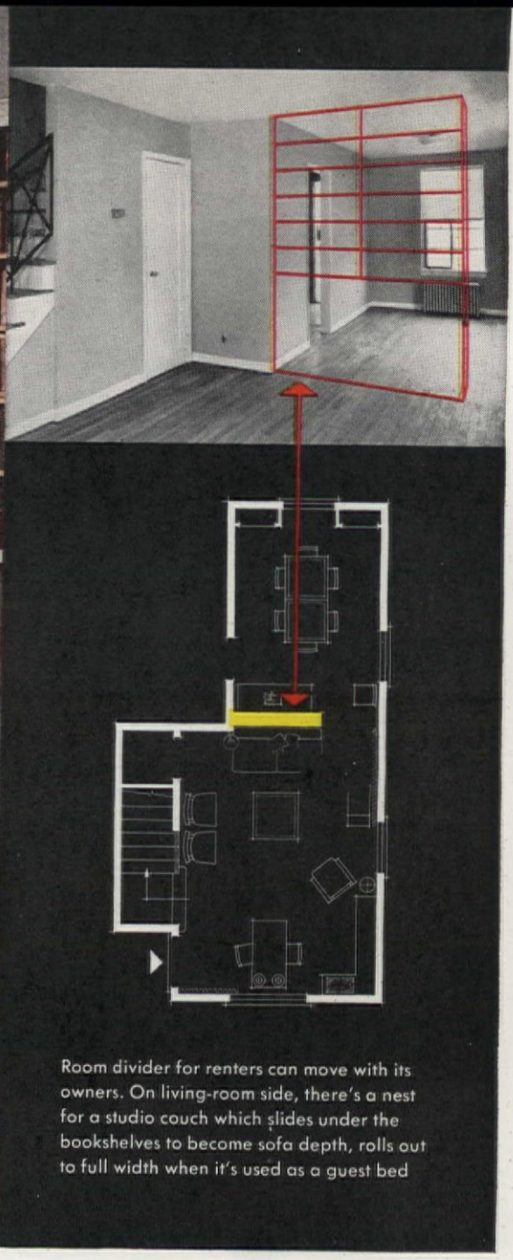




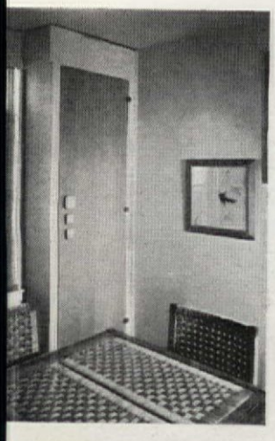
Pictures solved problems. In the cramped dining room, space was so precious even curtains were unwise, so bamboo screens were fitted into window reveals, and a picture grouping created a finished look without obstructing the stairwell which was too small for furniture, and too big to be left bare

FOR MORE ABOUT THIS APARTMENT, TURN THE PAGE.





Room divider for renters can move with its owners. On living-room side, there's a nest for a studio couch which slides under the bookshelves to become sofa depth, rolls out to full width when it's used as a guest bed









Woman Conquers Space (Begins on page 34)

817 OBJECTS WERE STORED IN THIS 8'6" X 12' DINING ROOM! There was no other space to store linens, silver, china, and so on—it had to be in this room, or no place. The solution, an AMERICAN HOME Pattern chest, plus a pair of planned-to-the-inch cupboards, wrought the miracle. Now, since built-ins aren't cheap, the floor-to-ceiling cupboards were designed so that, when unscrewed from their kick-boards, they can come right out—like the partition and the draperies, they can move to larger quarters. They can hold all the china, serving pieces, vases, small table appliances, bar supplies, and the like a family needs, and 36 phonograph record albums, too—because everything was measured *before* they were built. Because the standard table didn't fit here, two small square tables were pushed together to seat six with ample elbow room.

You Can Buy Patterns for this Chest

This American Home chest is a perfect buffet you can build for yourself. Lined silver drawers hold flatware service for twelve. Trays under it are perfect for linens. In the center, there's a tray file, while the space at the right holds a multitude of objects —goblets, hot pads, candles, ash trays, ladles. Pattern 1196

See Pattern Order Form on page 137



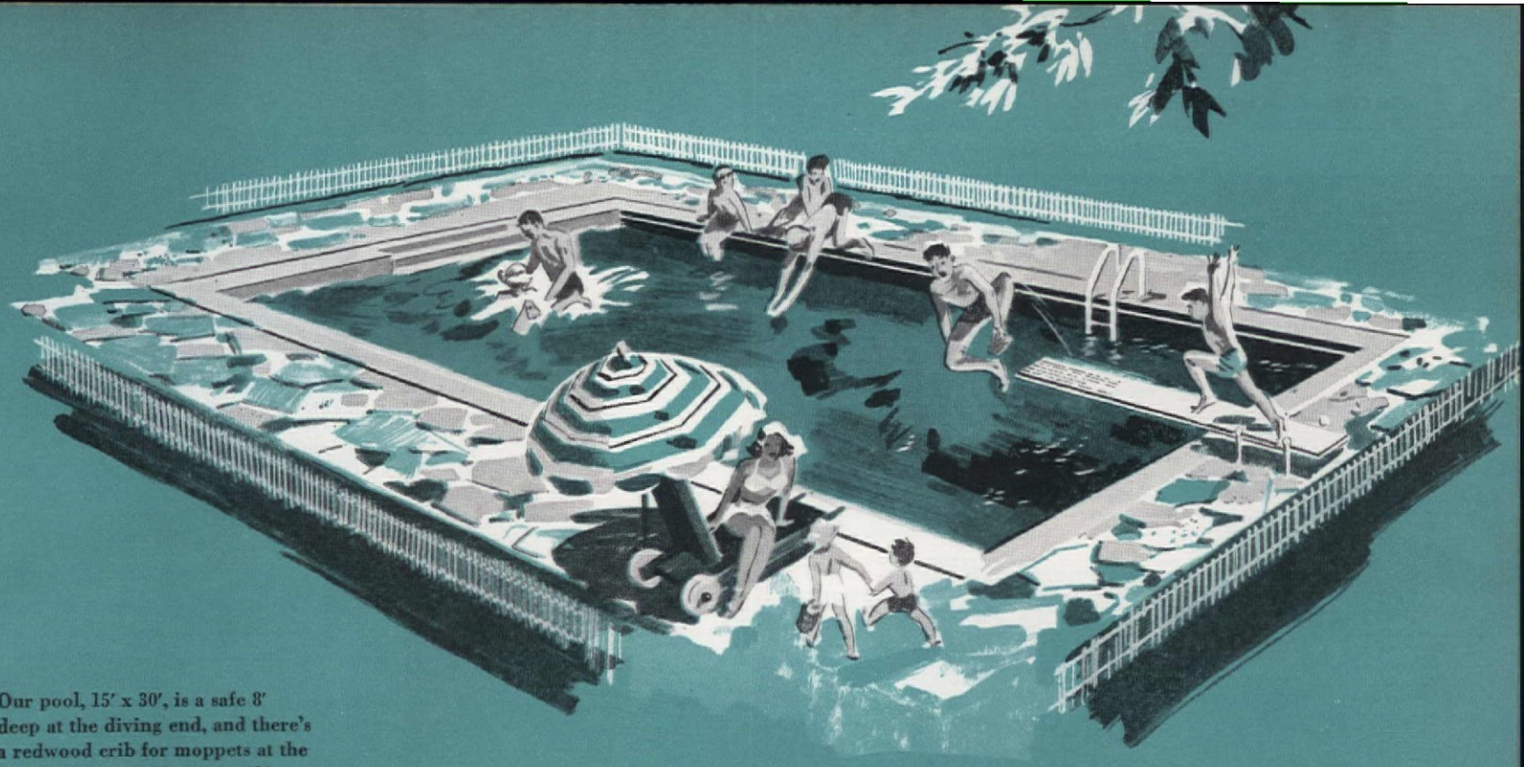






GET GOING FOR SUMMER



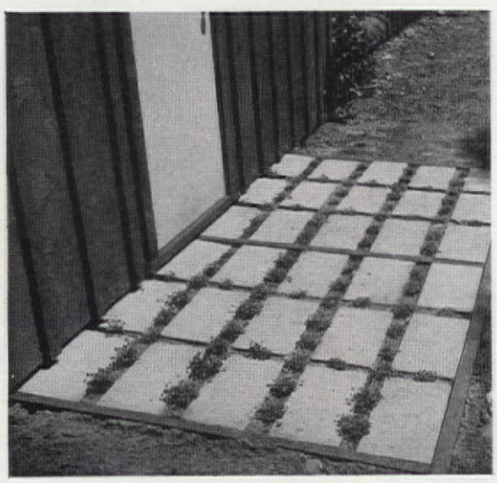


Our pool, 15′ x 30′, is a safe 8′ deep at the diving end, and there's a redwood crib for moppets at the shallow end. Build it yourself, or turn our blueprints over to a contractor. Its reinforced concrete is rugged, designed for strength, low upkeep, and years of good performance regardless of soil or climate conditions. Pattern **2017**

With or without the pool, enjoy the home "club" opposite. Our blueprints cover the barbecue, the 10′ x 20′ tool shed handsome enough to use as a playhouse, and the 15′ x 20′ overhang which is partly solid roof, partly trellis. Pattern **2016**

How would you like to spend your summer week ends lolling around testing out lounge chairs in just the right degree of shade—between long dips in your own cool pool, that is? And instead of inviting friends to the club, how about giving them a swim at your place, and then entertaining them with your act as an outdoor cook at your well endowed barbecue? Well, sir, we've arranged it all for you with AMERICAN HOME patterns, no less—via the pool above, the very talented barbecue-area-plus shown opposite, and the equally good ideas you'll find on the next page. Though they'd improve any large property, we scaled them to fit well on small ones. And if there isn't much lawn left, don't fret, for we show you how plant boxes, small raised beds, and even the tiny areas between cement blocks can provide plenty of greenery—and so easy to tend that you'll enjoy your home "club" to the full.

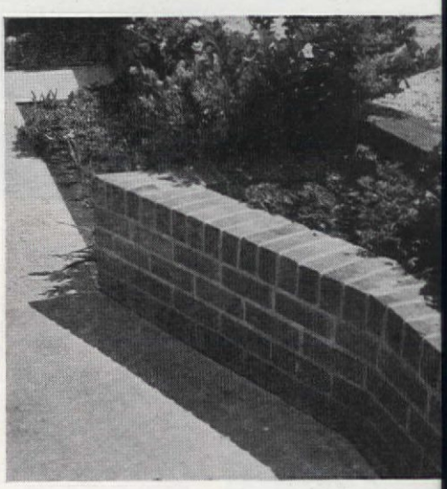
PLEASE TURN THE PAGE



Small plants (in this case, Dichondra) can grow between cement blocks if you leave room for them when you pave. Here they're near a service door, but they could enhance more important areas as well



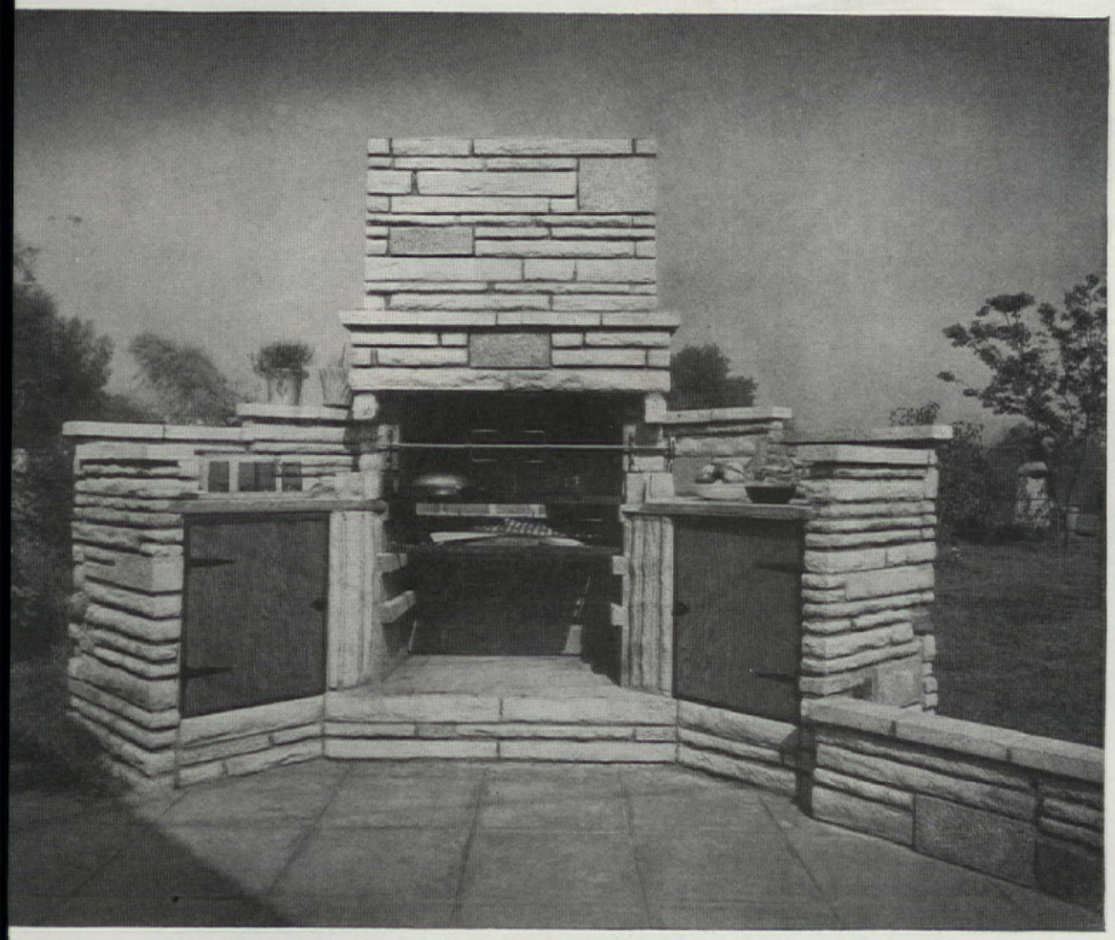
Heavy bands can give a planting box great sculptural interest. If wood is treated with preservative, use one that won't injure plants, or use a metal liner



Raised flower beds look more important, are easier to cultivate. In addition, the brick or stone walls contribute textural interest of their own

SEE PATTERN ORDER FORM ON PAGE 137

See "Where Credit Is Due" on page 136



This imposing number is really a barbecue, for it's equipped with an honest-to-goodness spit in addition to copious broiling space. The angled wing pieces suit it for use in a corner, and provide great slabs of convenient work surface on top and big cupboards for charcoal, wood, pots and pans below. For the building know-how, see our Pattern **2018**

Such simple structures as the one opposite can have great drama, and great usefulness as well. Clever pitch of roof provides good headroom even if back wall is low. Here it shelters garden tools and plants, but it could be adapted to shade an end-of-garden terrace. Make the roof of a material which will weather the winter in your climate

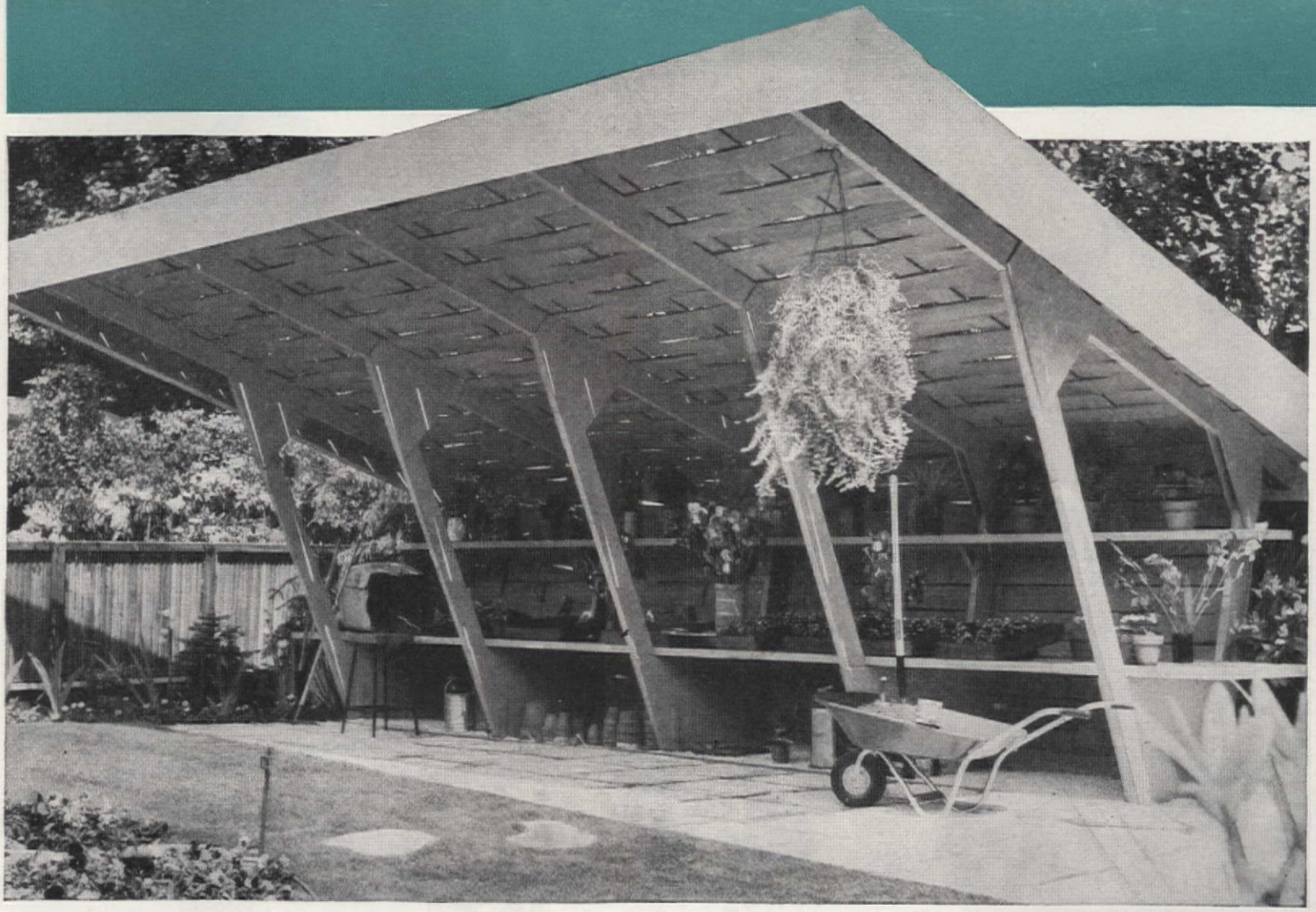
With great pride we present (below and opposite) an attractive and up-to-date version of Grandma's teahouse—a barbecue in a screened enclosure which permits you to eat your steak (or tea and cakes) without in turn being eaten! Here you won't be bothered by the tiny creatures which often make outdoor dining less pleasant than it should be. Of course, it's a playhouse as well, and a good place to "camp out" on a cot. On cool evenings, the fireplace will do double duty. Pattern **2019** includes blueprints for both fireplace and enclosure

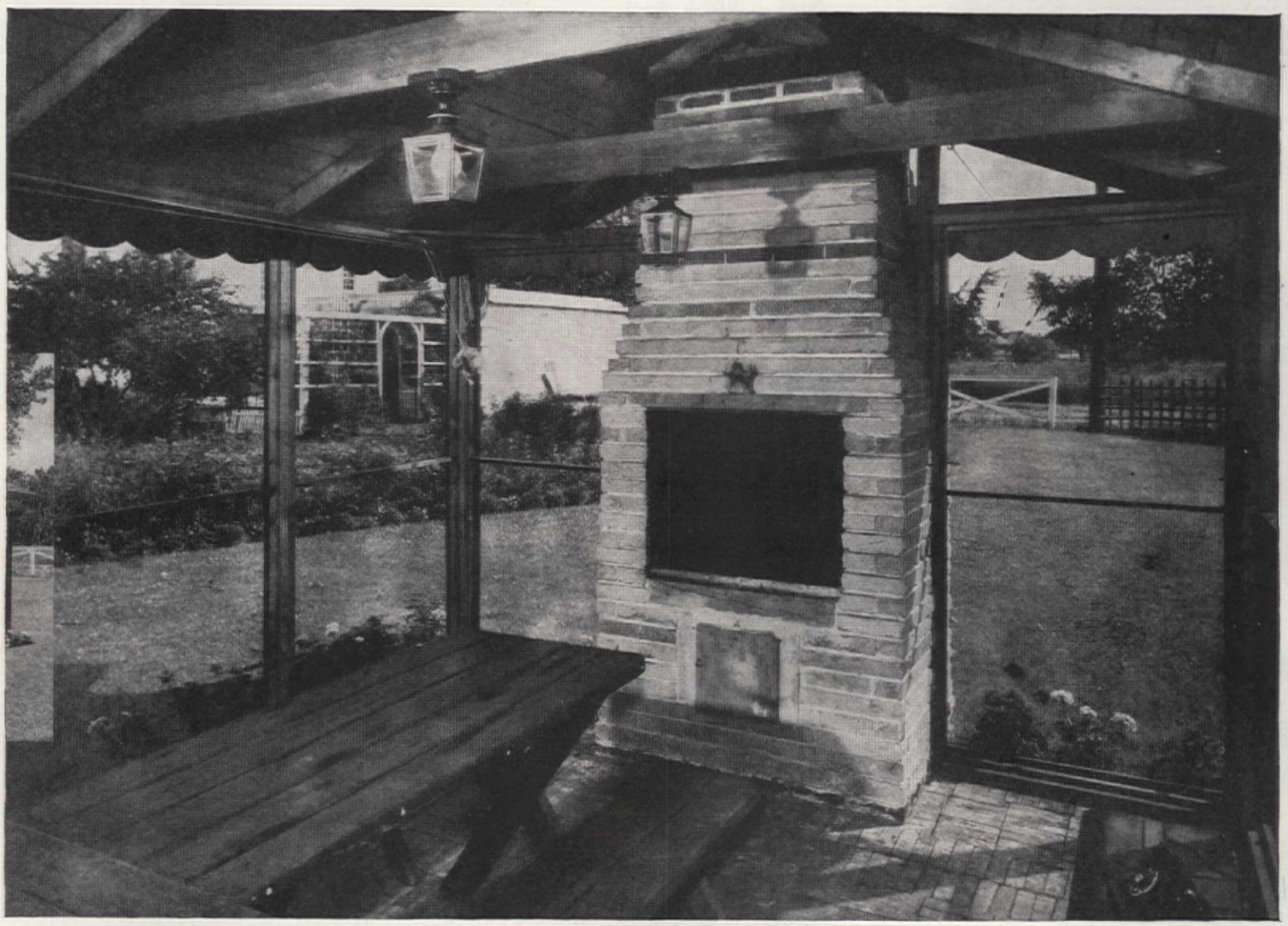
Get Going for Summer (Begins on page 38)





To define a shrub or clump of flowers, try vitrified clay tiles used for building conduits or flues. They come in sizes from 8½" square to 21" square, are 24" deep, may be cut shorter. For pattern interest, place some high, some low. Since sections are bottomless, roots can go into the ground for moisture and food







DOROTHY LAMBERT TRUMM

Musical Stairs



Whether your favorite music is serious, like Johnnie Ray's, or really young in heart, like that of Arturo Toscanini and his NBC Symphony Cats, and whether you make your own music or just like to listen to records and broadcasts, a musical theme is a happy one to use in a playroom, and it's one which knows no age limits.

Here's how the E. Schuyler Ensell's, of Armonk, N. Y., made close harmony in a basement recreation room. Sheet music, used as wallpaper above a simple dado, is almost as much fun to see as to hear, especially when actual musical instruments, hung on hooks, are lighted to cast dramatic shadows. Opera and concert posters effectively paper other parts of the room, and even sofa cushions go musical with posies turned into "notes." Acoustical tile on the ceiling gives performers freedom to hit an occasional *fortissimo*—an excellent idea.

The musical stairs which lead into the room set the pace with a jaunty, lilting air. It's no difficult matter to do as much for your own basement steps. Make the "keyboard" handrail of clear pine 2 x 8 board, planed to 1⅝" x 7½". Round and shape the end which comes at the foot of the stairs, then paint edges and underside of board black. The "keyboard" itself is painted white, the "keys" scored, and then notched in front to increase the illusion of a piano keyboard. Black "keys" are shaped from scraps of wood, painted black, and nailed into place with wire brads. The rails below the keyboard are 1 x 3's, while the uprights are 2 x 2 posts, all painted black. "Notes" at the base of the posts are cut from 2 x 8 board, though you could glue narrow boards together to make these gay grace notes.

This is Probably the Best House We've Ever Shown!

ETHEL McCALL HEAD



OWNERS: MR. AND MRS. JAMES L. JONES

What on earth . . . ? I can see by your faces that you are wondering why we call this "Probably the *Best* House We've Ever Shown." Well, it is! The lot was a problem-child acre which sloped sharply down off the road to a refuse dump. The view was magnificent. It was dirt cheap. Mr. Jones had to count pennies, had a large family, had ideas. The Joneses have four boys, and Mrs. J. does all her own housework, her own laundry. She makes all the shirts, jackets, and pajamas for all four boys, and makes her own clothes to boot. But, she also insists upon *making* plenty of time for active church work. She believes in good home meals, lots of family fun—and in a house that allows for hard play inside as well as out. Her house *had* to measure up to all of those needs and desires whether the juniors are upstairs or down.

And so the Joneses built this house—and all six of them live happily in its *three* rooms! (The floor plans on pages 121 and 122 show how.) On the street level, there is one big sitting-bedroom with a fireplace, a sewing corner for Mrs. J., a large desk for designer Jones, Esq., a leather sofa in front of the fireplace for reflection and rest. It is a room *planned* for their hobbies, a room that has ample storage for their clothing, provides quiet sleeping away from the noisy activities of the four junior Joneses.

And on this same street level is the second room—a 4-boys-in-1 room with adjoining bath, strictly stag. Turn the page to see it pictured—it is the most ingenious room imaginable. One wall contains three large wardrobes—three sets of drawers with a total of 24 drawers, plus special places for a boy's secret treasures. Below wardrobes and drawers are three trundle beds (the smallest son is allowed the dignity of a separate cot). There's no need for bedspreads, as the beds are out of sight in the daytime. When each boy makes up his own every morning, he folds away his pajamas, tucks in his pillow into space provided wisely at the head of each bed—and pushes the bed into the wall and out of sight. Beds closed, there is a great expanse of empty linoleum floor—easy to play on, easy to clean. Only a desk and one chair take away from the play space.

Now let's look at the lower level where the *third* room

PLEASE TURN TO PAGE 44

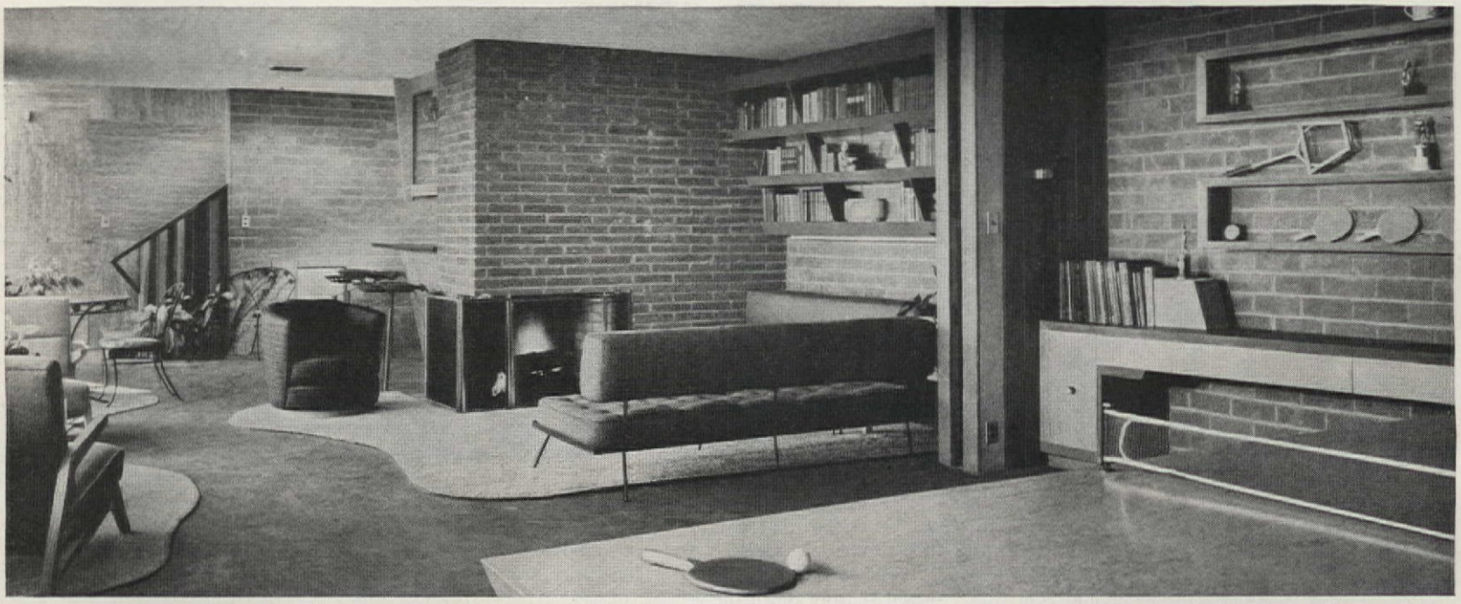


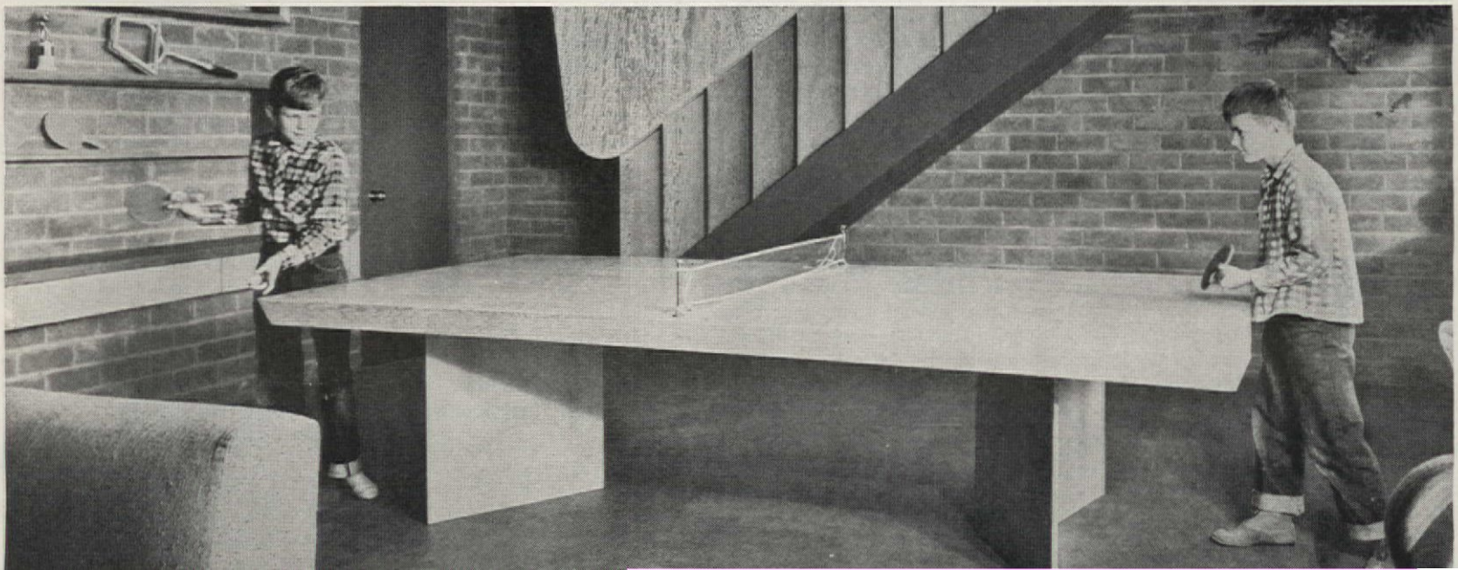
Probably the Best House (Begins on page 43)

of this house stretches out in front of the wonderful view and opens up on the terrace. Kitchen, dining room, fireplace quiet corner, and playroom are all embraced by the 45′ x 20′ area. But the method of creating separation between the three parts of the room is noteworthy, for the separation is distinct, but there are no walls (for plan, see page 122). The boys' own entry gives direct access to the playroom end, and here is their own stairway to their own room, so they needn't track through the house. (This, aside from being every mother's dream of easy housekeeping, also gives the boys the privacy so dear to children of all ages.) In the playroom part of the living room, there are drawers for balls and games, open shelves for trophies. And there is a ping-pong table which becomes that much-needed banquet board when the entire clan gathers for Christmas and Thanksgiving. On rainy days, what a perfect setup for assembling model planes, for coloring or painting!

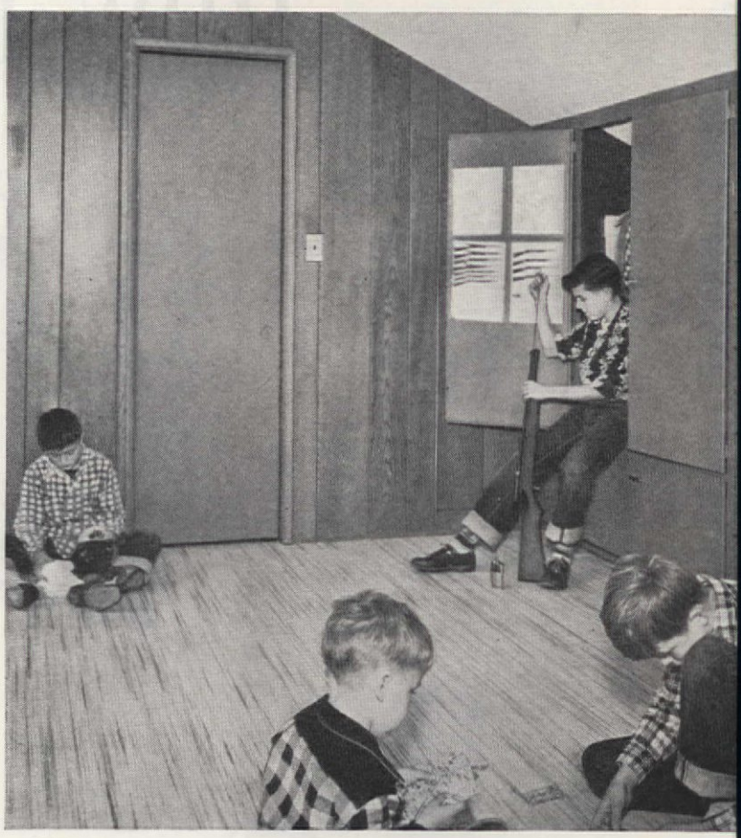
The center of the room is a quiet fireplace-sitting area, and beyond it you'll find a compact kitchen and family eating space at a counter with foolproof top and springy, tractor-rake seats, each adjusted to correct height for one member of the family. They're boy-proof, too—they were given an auto-paint job! Directly behind the counter and below it, is a sink unit with drawers, stainless steel top, and adjacent dishwasher. None of this functioning part of the kitchen shows from the front of the eating counter, yet it is so close Robyn Jones can serve the platefuls of good food, steaming hot, to her family—or stack up the dishwasher later—without taking a step. At one end of the U-shaped kitchen is the

PLEASE TURN TO PAGE 122



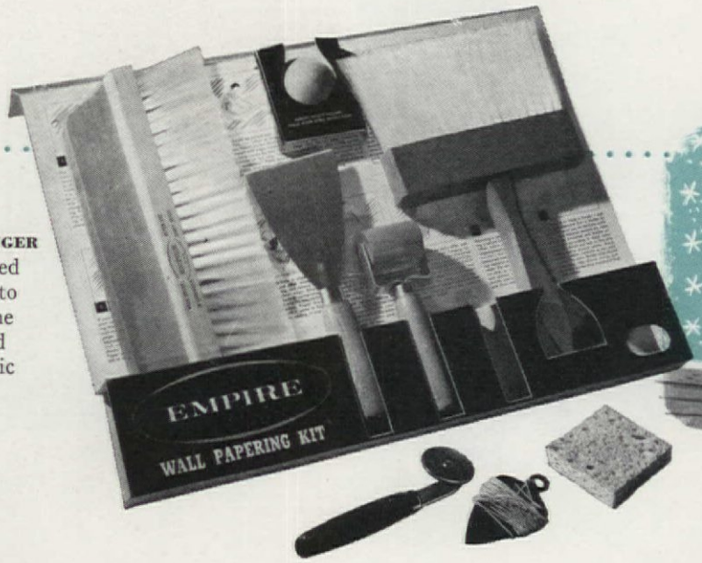








How to do practically





YOU'RE A TWO-ARMED PAPERHANGER with this kit complete with illustrated instructions and everything needed to do a professional job—except for the paper itself. Brushes for pasting and smoothing have easily cleaned plastic fibers. Seam roller, scraper, plumb line, casing wheel, and sponge are included. $4. Empire Brushes, Inc.





TILE THAT KITCHEN WALL behind the range or the sink. Kit contains 56 metal tiles, plus tools and instructions for installing a panel of tile in kitchen or bathroom. Kit with steel tiles, $5.95; aluminum tiles, $6.95. Your choice of six colors. Vikon Tile Corp.





YOU'RE EXPERT AT INSTALLING TILE FLOORING of the resilient type if you follow the good illustrated instructions included in this one. There's a spreader for adhesive, a tile knife, an awl, notched trowel, chalkline, and chalk—everything needed to lay linoleum tile, asphalt tile, or the like. $1.25. Kentile Inc.



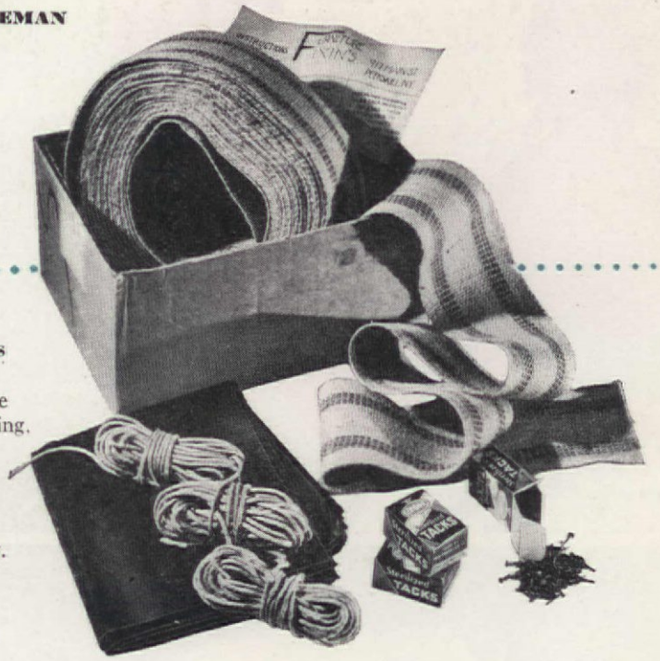


MAKE AN OLD CHAIR OR TABLE NEW with the aid of this furniture refinishing kit which contains all the removers and stains and finishes you need to revamp the average piece of furniture (30 sq. ft. of furniture surface). It comes in your choice of mahogany, walnut, or maple—so get to it! $3.59. Embree Mfg. Co.

everything!

ROBERT W. HOUSEMAN





IF YOUR CHAIR OR SOFA SAGS you can furnish the costly labor yourself and save a small fortune in repairing it. Kit has the webbing, the cord for tying up springs, the tacks, and the black dust cloth to finish up the job tidily and professionally. Good instructions show you how. Complete. $6. Furniture Fixin's





MAKE A SMOOTH JOB WITH ANY KIND OF PAINT assisted by Flo-matic paint roller kit. In addition to the roller, there's a roller cover and a tray. The roller snaps off for easy cleaning; the rust-resistant tray clips to your ladder rung. $3.49. Rubberset Co.





KEEP OUT OF HOT WATER —or any water—when you're cleaning windows, walls, and so on. Dek home cleaning kit, which can be toted on your arm, is an aluminum container which holds enameled pan for detergent on top rack, and rinse water below. It comes complete with brush, sponge, 4-lb. cleaner for walls, and 12 pkgs. detergent. $8.75. Lewis and Conger





GIVE GOOD ROOMS THE FLOORS THEY DESERVE To refinish a floor without breaking the budget, you'll have to furnish the elbow grease—but it's much easier when you're equipped with good modern materials such as those neatly packaged here: ½-gal. Liff to remove old finish (enough for a 10′ x 12′ floor), steel wool for stubborn spots, 1 qt. plastic coater, and applicator—plus instructions. $5.98. Embree Mfg. Co.









Photographs by Jack Roche

Those who shop for peonies will find that they possess, to a superlative degree, qualities to satisfy all kinds of gardeners. The plant is attractive from early spring, when its reddish shoots appear, until it dies down in a blaze of autumn glory. It is long-lived; if undisturbed and well cared for it will outlive its owner. It is hardy; winter protection is never necessary, although beneficial in northern sections. Its blooming period is about two months; and as for the beauty of its flowers, ranging from purest white to deepest maroon-red (but with no true blues and few yellows), well—look at these pictures! We are talking here, of course, about herbaceous peonies and primarily the "common" varieties of the species Paeonia lactiflora, also called albiflora, sinensis, and chinensis. The woody-stemmed tree peonies (see AMERICAN HOME for March, 1951), though kinsmen, belong to other species. There are also new hybrids, the result of crossing two or more species, which, though scarce and expensive as yet, hold promise of the greatest advance in peonies ever known. Varying from 6" to 60" in height, and blooming one to three weeks earlier than the others, they have flowers from 2" to 12" across in a wide color range that includes yellows, lilacs, scarlets, greens, cherries, purples, and some almost black. Watch for them.

Peony flowers are of five distinct types. *Singles* have five or more true petals arranged around a circle of stamens tipped with pollen-bearing sacs or "anthers," which, in turn, surround the "carpels" or future seed pods. *Japanese*-type blooms have five or more true petals around a center of more or less transformed stamens (called "staminodes") whose anthers are nearly, if not completely, devoid of pollen. The *Anemone* type closely resembles the Japanese, except that the stamens have been transformed into small, narrow, petal-like "petalodes" with no anthers and, of course, no pollen. The carpels are normal in both these types, which are often grouped together in catalogues. *Semi-doubles* have several rows of petals and many pollen-bearing stamens which may be intermingled with, or in rows among, the petals, or grouped in a central tuft. The carpels may be normal or more or less transformed into petals. *Doubles* have all their stamens, and often the carpels, transformed into petals, though occasionally true or abortive stamens may be found hidden among the petals; thus there are many sub-forms within the double type. Peony blossoms are long-lasting, lend themselves to many kinds of arrangements, and are unsurpassed for

PLEASE TURN TO PAGE 132

HOW TO GROW THEM ON PAGE 130



Japanese – "TAMATE BOKU"



Double – "LE CYGNE"



Single – "MISCHIEF"



Double – "KARL ROSENFIELD"

Let's Go Shopping for Peonies



Double – "NICK SHAYLOR"

GEORGE W. PEYTON



1



2



3



A New Green Thumb

W. LOWELL TREASTER

Again the science of plastics has come to the aid of the home gardener who longs for a greener thumb. At the same time it has given commercial plantsmen (and their customers) a new, convenient way of marketing rooted cuttings. Using polyethylene, a flexible film-like plastic commonly used to wrap food for locker (frozen) storage, Dale V. Sweet, horticultural graduate assistant at Michigan State College, working under the direction of Research Horticulturist C. L. Hamner, has perfected an ingeniously simple way to propagate many kinds of plants and start seedlings indoors so as to get a jump on the garden planting season.

As a result, you can now, if you like, forget about flats and pots of soil or other rooting medium in favor of neat little polyethylene packages that can be kept on any smooth surface near a window, under artificial light, or—for best results—in a simple homemade humidifier. Or, if you don't want to, or can't, grow your own, you will probably soon be able to buy the plastic-wrapped little plants of your florist, nurseryman, or garden supply dealer. In either case, when ready to plant, you merely undo a rubber band, unwrap the polyethylene, lift out the plant with its root system well established in a ball of sphagnum moss, and set it carefully in prepared soil wherever you want it. Its growth will not be checked—as often happens after even careful transplanting in the orthodox manner—because the roots have not suffered disturbance or injury.

Using this method, as illustrated here, Mr. Sweet has rooted geranium cuttings ("slips") in only ten days, and started as many as 50 new plants from one begonia in a single season. If you are an African-violet fan, remove a leaf, embed the stem in moist moss, gather the plastic around it so the leaf blade protrudes, and you will be surprised at the speed with which a new plant develops. After a Christmas poinsettia drops its red bracts, cut

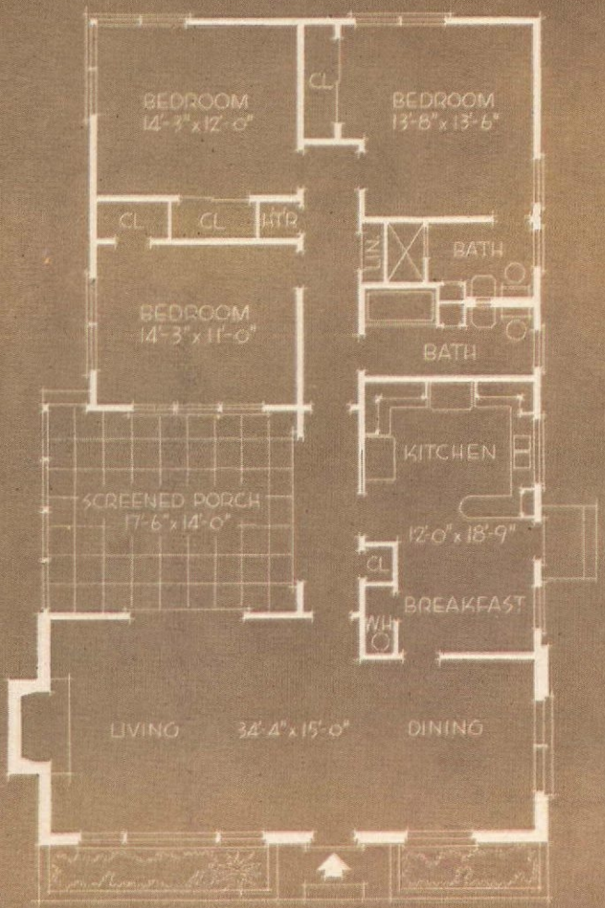
PLEASE TURN TO PAGE 138

Plant propagation with polyethylene plastic is as easy as this: 1. Insert base of cutting in small handful of moist sphagnum moss in center of 6-inch square of the plastic; gather loose edges up around moss and stem and secure just below leaves with rubber band or strip as shown at left. 2. Set the neat little packages near bright (not sunny) window or, better, in easy-to-make humidifier, as Mr. Sweet is doing. Light wooden frame holds wire-screen shelves and is covered with polyethylene sheet to keep air moist and temperature at 70°–75° F. 3. If site with daylight isn't available, cuttings will root on shelves below electric bulbs or fluorescent tubes like this, in basement, etc. 4. When network of white roots can be seen through plastic, plant can be put out in garden or coldframe (or potted if weather is cold) without disturbing root ball. Simply remove plastic, set plant, firm soil around it, water, and shade for a few days, when liquid fertilizer can be given to speed growth. For clever way to simplify watering house plants, turn to page 138

Big House for a Small Lot



You Can Buy Plans for it!



DESIGNER AND BUILDER: JAMES R. SAUNDERS
OWNERS: MR. & MRS. JAMES P. MITCHELL

Interested in a house that's a lot bigger than it looks—one which can give you plenty of elbow room, big-house sized rooms, *and* privacy, and accomplish this with aplomb on a 60-ft. lot if necessary? Then consider the merits of this house designed for length rather than for width. To begin with, we liked it for the appealing way its brick façade looked from the street—so self-contained and self-assured with those jutting side walls which encourage climbing vines, so jaunty with its smart trim and bright awnings. But when we walked inside and saw the excellent arrangement of the rooms, and their expansiveness, we knew that this exceptional house had just what so many of you have been asking for: an economical plan which can provide plenty of room for good living inside and out where land costs are high. And so we arranged to furnish blueprints and material lists from which you can duplicate it. (See Blueprint Order Form, page 82.)

The thing which is different, and very good, about this plan is the screened porch around which it's built—an especially good feature when a house has no basement. The porch is incorporated right into the house itself rather than tacked on as an afterthought. This one, which can be glassed-in as well as screened-in to make it a four-season room, opens from the living room, and is just a step from the big kitchen and from the bedrooms as well. It's an ideal playroom, sheltered outdoor area, study, or TV room, and it takes on the overflow from big parties as well. To see just how good the house looks and works on the inside, please turn to page 80.

You don't have to be a whiz at reading plans to see how well organized this one is to make a big 1,956 sq. ft. of house seem even bigger. The roofed-over porch, equally convenient to living room, kitchen, and bedrooms, is the heart of its U-shaped plan. It's a part of the house itself, an ideal supplement to the 34'4" sweep of living room and dining area. The kitchen has space for laundry equipment and a good dining nook as well. The three generous bedrooms and two baths are in a wing of their own

For the spring charmer at the far right, two white serving pieces with modern free-flowing curved lines were selected to hold good old-fashioned lilacs and tulips. You could combine pieces from your own dinner service for a similar effect

The lilacs will keep fresh longer if you strip off most of their foliage to minimize transpiration. To help support the stems of the heavy flowers, place five or six pieces of lilac stem, two to three inches long, in a cluster at one side of the cup holder

For first—and tallest—lilac branch, choose one with slight curve to right (toward rear of dish) and insert in holder behind twigs. Then add shorter sprays on either side of this main axis. Use both white and purple flowers but keep the colors together in masses —don't just mix them indiscriminately



Invite Spring to Your



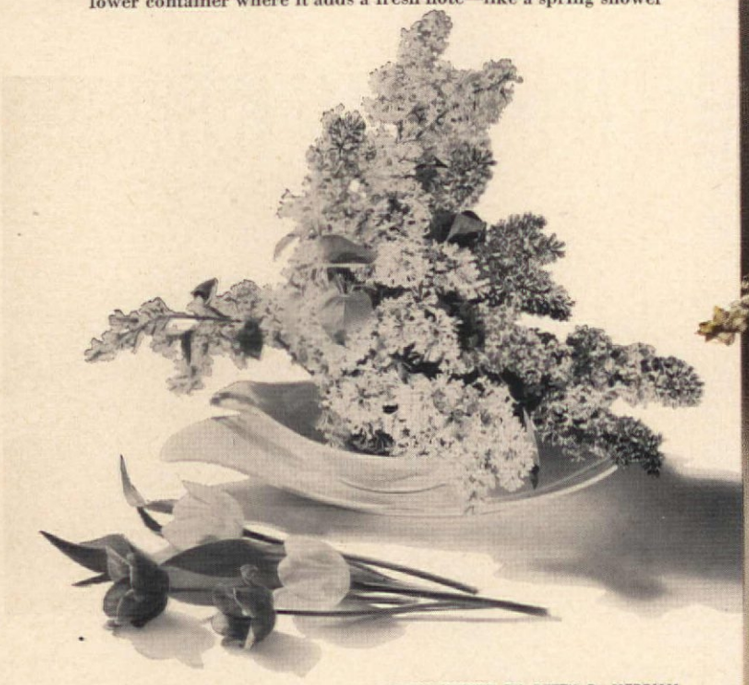
This poetic beauty calls for a large flat glass dish, heavy glass ash tray, small glass duck, three pin holders, and fat white candle. Secure latter in off-center position with dry modeling clay pressed firmly all around its base

Place pin holders around candle with the duck between them. Start arrangement with leaves and flower stems (in bud stage) of poet's narcissus (N. poeticus), curving them to follow rhythmic lines of accessories; keep them below candle top

Follow first basic lines as you fill in behind and in front of duck with shorter flower stalks of medium- and short-cup narcissus, graduating blossom sizes—small ones at top, largest at base. Hide holders, but merely frame in duck

See "Where Credit Is Due" on page 136

Lilacs by themselves would make a lovely arrangement, but for additional interest and dramatic effect, include yellow and purplish-bronze tulips in two groups toward the base. Fill the upper container to overflowing, and let some water pour into the lower container where it adds a fresh note—like a spring shower





ARRANGEMENTS BY BETTY B. MERRIAM

Table

Complete picture with narcissus leaves, some curved and twisted, and short sprigs of bronzy brown leucothoe foliage. Put enough water in container to create flower reflections. Set bowl on inverted ash tray to give it and whole arrangement distinction





JEAN AUSTIN

How to do a VERY GOOD SMÖRGÅSBORD



Please, no!



Begin this way



Next—

Menu

PICKLED HERRING • SMOKED SALMON WITH DILL • SMOKED EEL • JELLIED EEL • CAVIAR • SMALL POTATOES COOKED IN DILL • ANCHOVY FILETS • HARD-COOKED SLICED EGGS • WHOLE ANCHOVIES • RADISHES • ANCHOVIES GRATINESE • HERRING SALAD • SLICED HAM • SLICED TONGUE • SLICED LIVERWURST • SLICED BOLOGNA • LIVER PÂTÉ • PRESSED HEAD CHEESE • HEAD CHEESE OF PORK AND VEAL • PICKLED BEETS • PICKLED CUCUMBER • SWEDISH MEAT BALLS • CHEESE

Menu and Recipes by Vera Bjorck

The traditional Swedish Smörgåsbord consists of an infinite variety of hot and cold dishes—32 at a minimum, and for a gala affair, many more. Always served buffet fashion, the fun is in selecting your own, the hospitality is providing something to everybody's taste. Start off with a small glass of aquavit, and continue with ice-cold beer—at least in America I suggest this procedure, for we are not quite up to much more than a quick quaff neat of the fire-water the Swedes call "aquvavit." Nor is it necessary to serve 32 varieties. Such delicacies as smoked eel, caviar, smoked salmon, jellied salmon, shrimps, fresh sardines, and herring in dozens of sauces may be added, of course—but the American palate is not attuned to these nuances of taste.

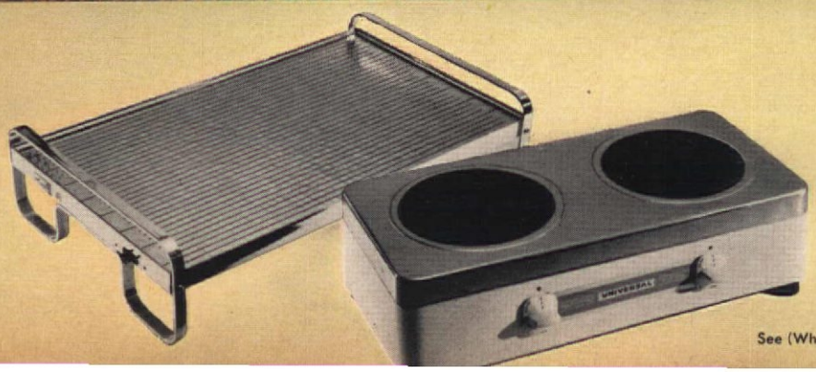
It can be correct, and still greatly simplified. But the four main dishes without which it should never be called Smörgåsbord are Head Cheese, Swedish Meat Balls, Herring Salad, and Anchovies Gratinese—and these recipes we will send for a self-addressed, stamped envelope (see page 64). They are all Vera's recipes—and what better source for authentic Swedish recipes than this fine Swedish-born cook—now an American citizen, and my very own right arm? And, before we get back to the Smörgåsbord, let me tell you this: Anybody who does not send for that long-guarded Swedish Meat Ball recipe of Vera's should bore *another* hole in his head! A million recipes for Swedish Meat Balls must have been published, and of the many I have tried, not one tasted like those I had in Stockholm. But this one? This is it!

When I saw Gertrude Brassard's lovely table set-up for a practical American Smörgåsbord, I determined to come through with the real McCoy. And here it is. A delicious assortment, obtainable everywhere. And remember, please, at your home or elsewhere, avoid piling your plate with a heterogeneous assortment. Make as many trips as you wish, but keep each thing separated on your plate to enjoy the full flavor of each delicacy. Begin with fish and egg dishes. Next, on a clean plate, the meats and salads. Wind up with the cheeses—and be sure that you sample dishes that may be new to you—you're very likely to like them!

What an easy way to entertain a crowd when so much can be done beforehand by cooking a little excess during the week to provide a wide assortment. No need to say that guests will love it!

EASY COUPON FOR THE RECIPES, PAGE 64

A not-so-Lazy Susan table serves lots of food to lots of people in little space, and we set this one up for a dozen. On it, Red Wing's "Village Green" pottery which goes from oven to table, is practical, inexpensive, and so well designed that it merits the company of International's sturdy yet elegant "1810" sterling. The cane accessories and jaunty cruets work as they decorate



IF IT'S SUPPOSED TO BE HOT — SERVE IT HOT!

Universal's table-worthy portable stove (left) which does all surface cooking jobs from simmering to searing, can be set at "warm" to keep the second round as good as the first one. Handsome Hotray (far left), measures 16" x 28", maintains 200° heat to keep foods piping hot without drying them. Both AC only

See (Where Credit Is Due) on page 136





Place and Show

GERTRUDE BRASSARD

Bargains are only as good as the use you make of them—and so, in the true sense, we have good bargains for you herewith: well designed, adaptable dinnerware at $7.95 (top picture) and $4.95 (lower picture) for 16-piece starter sets! As they're presented here, you can see that what counts is care in picking things out, and taste in putting them together—not just the money you spend.

"Adaptable" isn't a word we bandy about, for when we call these services adaptable, we mean that they really do give you a good foundation upon which to build a variety of settings, with a variety of color effects. For example, California "Life," the lightweight pottery at your left, comes in four warm and pleasing shades, any two of which are excellent together. Here we've picked the brown and peach, and placed them on a printed cloth which does so much for solid-color dishes, especially when it echoes their tones. But a solid brown or peach cloth, or a green or a strong blue one for contrast, would change the effect completely—and effectively. So would even a switch of napkins—say a white, a brick, or a sandalwood in this case. And so would brown or amber glassware. But that isn't all: this dinnerware also comes in pale green and in yellow, and if you bought two starter sets instead of one, using any two colors at a time, you'd have endless variety, and the whole range of greens and yellows to play for table coverings. In this setting, Tiffin's clear crystal goblet with its new wide, low shape, and Wallace's "Grand Colonial" sterling fit perfectly—they are aristocrats, and would be at home in any good company.

The second setting is designed around an engagingly provincial semi-vitreous china by Homer Laughlin. A striking combination it is, with a sprightly chanticleer decking the plates, and the holloware in solid color to match. We love the way it looks on a chestnut-brown cloth of cotton and rayon, and with a smoke-colored goblet by Morgantown. But we'd also like it—and so would you—if you spiked the effect with a brown, yellow, or green napkin; or if you used a yellow cloth, brown napkin, and clear crystal; or a warm rose cloth, brown napkin, and clear crystal. With a hunter-green cloth, mint-green napkin, and green glass, it would be something else again—and good. See what we mean by adaptable?

ALL PRICES ARE APPROXIMATE

See "Where Credit Is Due" on page 136



HOT SOUP 'n' Crackers! Mmm, Good!



ANNE MARSHALL
Director Home Economics
Campbell Soup Company

BY Anne Marshall

They just naturally go together! The crispness . . . saltiness . . . crunchiness of crackers and the fine flavor—robust or delicate—of hot soup. Try serving big bowls of satisfying soup with a tempting assortment of crackers, cheese, celery and some red, red radishes, icy cold. "*Mmm, Good!*" the family'll say.

CHICKEN NOODLE SOUP pairs well with golden, crisp crackers. Traditional soup of our hardy pioneer forefathers. With plenty of tender chicken and delicious egg noodles in rich broth. It really hits the spot.

GREEN PEA SOUP likes crackers that are salty. This soup is a year-round favorite and, in the winter months especially, mothers welcome its high-energy goodness. That rich pea flavor's wonderful!

VEGETABLE BEEF SOUP and crunchy crackers are fine together. Here's another hearty cold weather soup. A regular "square meal" soup—to warm 'em up. And fill 'em up too! Watch the bowls come back for more.

Tomato Rarebit

SOUP AND CRACKERS MAKE IT POSSIBLE!

They'll cheer when this delicious, easy dish comes on the table . . . rosy and piping hot!



1 can (1¼ cups) condensed tomato soup
½ cup milk
1 cup shredded sharp American cheese
½ teaspoon dry mustard
2 eggs, well beaten

Combine ingredients in order given. Heat slowly, stirring constantly, until the cheese is melted and the rarebit is thickened. Serve on crisp crackers. Garnish with water cress, if desired.



A good cook keeps a full soup shelf

Variety is the Spice of—

a Good Cook, too!

ELEANOR LEE JONES

Because there's more truth than fiction in the century-old phrase about variety, we know you'll find this helpful: "Add to every favorite recipe a bit of imagination, a dash of originality with a new flavor twist. Turn into a different-than-usual form, garnish with more imagination—and serve to eager appetites." Difficult? Involved? Time-consuming? Not one single bit!

No reason why the cost-cutting meat loaf should look the part, nor taste the same each time. So, for Meat Loaf Dandy, we added a plus of green pepper and ketchup, packed it lightly into a layer-cake pan in alternate strips with mashed potatoes. And lo! a glamorous subject to serve with cubes of red, red chili sauce. Cubes of chili sauce? Yes—instead of using it as-is, we molded ours with a bit of gelatin in small baking cups, though it also looks well molded in a square pan and cut into fat cubes.

Deserving of its regal name, Crown Roast of Frankfurters is a spanking new way with another oft-appearing dish. And easy. The beloved hot dog has a curve, natural for a crown—and the new twist with the sauerkraut is the crunchiness of grated carrots and potatoes, the delicacy of sliced mushrooms from a can.

Did you know what a handsome quart mold a coffee can makes? Then look at Pineapple Harlequin, a salad with layers of crushed pineapple alternating with layers of cream cheese, the fruit blended with lime-flavored gelatin, the cheese with lemon-flavored. Strawberry Honeys are a quick breakfast ring with the jam built in, and to top them, amber honey is whipped into softened butter or margarine. Orange Blossoms were designed for the sweet tooth. Make a double batch of the dough, serving half as hot bread one night, and storing the rest in the refrigerator. Next night, bake it for dessert, served piping hot with a giant scoop of ice cream.

Delicate, feather-light chiffon cake, introduced a few years back, and the first "new" cake in a hundred years, is a national hit. Our new twist is grated unsweetened chocolate, and the fact that we baked it in a 9" x 13" pan and added pink peppermint frosting. Another trick is to cut cake to fit the inside dimensions of a tray, and use the trimmed-off bits as heavenly morsels.

You asked us for new twists with family fare. "Nothing fancy, nor too different," you warned. Well, here they are, new in looks and in taste. We hope you'll take our variety into your kitchen to add spice to your own good cooking.

RECIPES ON PAGES 68, 72

See "Where Credit Is Due" on page 136







Quick glamour for any dessert! Crisp chopped *Diamond* Walnuts for texture, and plump *Diamond* Walnut halves for extra-pretty looks!

WALNUT APPLESAUCE CAKE

1 pkg. spice cake mix*
1 tsp. soda
Canned applesauce
½ cup finely chopped *Diamond* Walnuts
***Diamond* Walnut halves**

**Or use spice cake variation on pkg. of white or gold cake mix.*

Add soda to cake mix. Substitute applesauce for liquid, using ¼ cup more applesauce than liquid called for on package. Mix cake as package directs, adding the extra ¼ cup applesauce to first mixing. Stir in chopped *Diamond* Walnuts last—they add rich flavor to any cake! Bake as package directs. Frost, then decorate with crisp, golden *Diamond* Walnut halves.

HOW TO *make a hit in a hurry!* —you need DIAMOND WALNUTS



No other ingredient does so much for your meals—on such short notice! Just toss chopped *Diamond* Walnuts into any cake batter—hot breads, salads, too—for extra nourishment, fine flavor. Use golden walnut halves as garnishes—for tempting eye appeal. Yes—add crisp, crunchy *Diamond* Walnuts to almost *any* dish—for a sure hit, every time!

WALNUT CRANBERRY QUICKIE

Dissolve 1 pkg. lemon gelatin in 1¾ cups boiling water; cool till syrupy. Put a *Diamond* Walnut half in each of 6 individual molds—(so much more than a tempting garnish—walnuts add the crispness so many salads need!) Arrange banana slices over walnuts. Spoon 2 tbsps. gelatin into each mold. Mix rest of gelatin with 1 cup whole cranberry sauce and ⅓ cup chopped *Diamond* Walnuts. Fill molds with mixture; chill. Serve with balls of seasoned cream cheese rolled in crunchy chopped *Diamond* Walnuts.



More usable kernels from *Diamond* Walnuts—over 2 full cups per pound! Buy them in bulk or in 1 lb. cellophane bags (red for large size, blue for medium). Or get *Diamond* shelled Walnuts in 8 or 4 oz. cans, vacuum-packed for lasting freshness.



Good Cues

To add a delightful garlic flavor to ripe olives, pour contents of 8½-oz. can into a pint jar. Drain off ½ cup brine; add ½ cup olive oil. Add quartered garlic clove. Cover; place in refrigerator 3-4 days



To cut cake into even layers, heavy-duty sewing thread or very fine string does a better job than a knife! The secret is to keep the string taut between fingers. Works equally well on bread without heavy crust—i.e., date-nut bread from can





Confectioners' sugar coating adds a professional touch to home-made doughnuts out of the deep-fat fryer. For even coating, place two or three doughnuts in paper bag, add about ¼ cup confectioners' sugar, close bag; shake gently until doughnuts are coated

To clean mushrooms, do not wash, but wipe caps and stems with a damp cloth. Mushrooms should never be peeled unless they are badly discolored. The end of the stem should be removed if it is dry or discolored





A mighty handy suggestion when you are cutting marshmallows, dates, or sticky fruits: wet scissors blades will speed up the job! Keep a glass of water handy and dip scissors often to keep blades wet

...and right in the center

it's Spring

You see it in their rich, green color. You can taste it in their fresh-picked spring goodness.

Why? Because DEL MONTE *Early Garden* Peas are specially selected from a full flavor range of tender garden peas... different sizes packed together, the richer blending with the temptingly sweet.

All told, it makes a happy combination of the best-eating peas nature can produce.

Flavor — that's the beauty of DEL MONTE Brand *Early Garden* Peas. And dependability, too. You find them both in every DEL MONTE Food. Hasn't that been your experience?

GARDEN PATTY-GO-ROUND

- 2½ cups boiling water
- 1 cup rice
- 1 teaspoon salt
- 2 slices bacon, cut in bits
- 2 tablespoons chopped onion
- 1 lb. ground beef
- ¼ cup DEL MONTE Catsup
- ¼ cup minced parsley
- 1 No. 303 can DEL MONTE *Early Garden* Peas

To the boiling water, add the rice and salt. Cover tightly, turn heat low and let steam 25-30 min. Fry bacon in large skillet till crisp. Push to one side; add onions, and cook till just limp. Stir in cooked rice, cook over low heat till rice is slightly brown (20-30 min.). Meanwhile, season beef with salt, pepper; form into six 3" patties. Cut in half, broil or pan fry. Dip rounded edges in catsup, then parsley. Place immediately on hot serving dish on which rice mixture and hot, seasoned peas have been arranged as shown. Serves 6.

P.S. Did you know that, according to the U. S. Department of Labor (Oct., 1952), canned fruits and vegetables have gone up in price less than half as much as "all foods" since 1935-39?





The brand you know puts flavor first

Del Monte Early Garden Peas

BRAND

Take a Can of

• sardinaburgers

YOU'LL NEED:

3 3¼-oz. cans sardines in oil
½ lb. process sharp cheese
Ketchup
Ripe olives
Celery
Pimientos
1 dozen hamburger buns

Serves 12

Chop sardines. Grate cheese.
Mix together sardines, cheese, 2 tbs. ketchup, ½ cup chopped ripe olives, 1 cup chopped celery, ¼ cup chopped pimientos, 1 tsp. Worcestershire sauce, 1 tsp. salt, ¼ tsp. pepper.
Split buns three-fourths way through and fill with sardine mixture.
Stand filled buns cut side up in baking pan.
Cover and bake at 325° F. 20 minutes.

Preparation time: 15 minutes

Originated in THE AMERICAN HOME KITCHEN

• pizza sardinella

YOU'LL NEED:

Biscuit mix
Milk
Salad oil
2 3¼-oz. cans sardines in oil
8-oz. can tomato sauce
¼ lb. process sharp cheese

Serves 8

Combine 2 cups biscuit mix with ⅔ cup milk.
Turn out on lightly floured board and knead 10 seconds. Roll out into a 10" circle; fit into greased 10" round layer-cake pan.
Brush dough with 2 tbs. salad oil.
Drain sardines and cut in halves. Place on dough spoke-fashion to resemble a wheel.
Grate cheese and sprinkle ½ cup over sardines.
Pour tomato sauce over cheese. Sprinkle remaining cheese over tomato sauce.
Bake at 400° F. 20 minutes.

Preparation time: 15 minutes

Originated in THE AMERICAN HOME KITCHEN

• deep-sea rarebit

YOU'LL NEED:

Can condensed cream of celery soup
¼ lb. process American cheese slices
2 3¼-oz. cans sardines in oil

Serves 4

Heat soup to serving temperature.
Cut cheese slices into thin strips; add cheese strips and 1 tsp. Worcestershire sauce to soup. Cook over low heat until cheese is melted.
Drain sardines. Arrange sardines on 4 toast slices. Place toast slices in greased baking pan.
Pour soup mixture over sardines.
Place under broiler 3 inches from source of heat 3 minutes or until lightly browned.

Preparation time: 15 minutes

Originated in THE AMERICAN HOME KITCHEN

• sea-foam salad

YOU'LL NEED:

1 pkg. lime-flavored gelatin
Mayonnaise
2 3¼-oz. cans sardines in oil
Celery
Stuffed olives
Onion

Serves 6

Dissolve gelatin in 1 cup hot water. Add ½ cup cold water, ½ cup mayonnaise, ¼ tsp. salt, ⅛ tsp. pepper and mix well.
Turn gelatin mixture into refrigerator freezing tray and chill 15–20 minutes. Turn into bowl and beat until fluffy.
Drain and chop 1 can sardines. Fold sardines, ½ cup chopped celery, 1 tbs. chopped onion into whipped gelatin mixture.
Garnish mold with ¼ cup sliced stuffed olives.
Pour mixture into 1-quart mold. Chill until firm. Unmold and garnish with 1 can drained whole sardines and lime slices.

Preparation time: 20 minutes

Tested in THE AMERICAN HOME KITCHEN

• buffet rice ring

YOU'LL NEED:

Pre-cooked rice
Milk
Unflavored gelatin
Mayonnaise
Parsley
Pimientos
3¼-oz. can sardines in oil
Lemon
3-oz. pkg. cream cheese

Serves 6

Cook 2 cups rice in 2 cups milk according to directions on package.
Soften 1 tbs. gelatin in ¼ cup cold milk. Dissolve in ¾ cup hot milk.
Mix together ¼ cup mayonnaise, ¼ cup chopped parsley, ¼ cup chopped pimientos, and ½ tsp. salt.
Fold gelatin and mayonnaise mixture through rice. Press into an oiled 8" x 1¼" round layer-cake pan. Chill until firm.
Unmold rice-layer mold on serving platter. Drain sardines. Cut 1 lemon into 6 wedges. Beat cream cheese with 2 tbs. light cream. Fill pastry tube with cream cheese mixture.
Arrange sardines on top of rice. Arrange lemon slices around sardines. Press cream cheese in a design around sardines.

Preparation time: 20 minutes

Originated in THE AMERICAN HOME KITCHEN

• marinettes

YOU'LL NEED:

2 3¼-oz. cans sardines in oil
Cornflakes
Lemon juice
Onion
Can condensed cream of mushroom soup

Serves 4

Chop sardines. Crush cornflakes to make ⅔ cup.
Mix together sardines, crushed cornflakes, 2 tbs. lemon juice, ½ tsp. salt, 1 tbs. grated onion. Shape into 4 croquettes.
Melt 2 tbs. fat. Cook croquettes over medium heat 5 minutes on each side.
Heat soup to serving temperature. Serve over croquettes.

Preparation time: 20 minutes

Originated in THE AMERICAN HOME KITCHEN

Sardines



SEA-FOAM SALAD

PIZZA SARDINELLA





MARINETTES



SARDINABURGERS

DEEP-SEA RAREBIT



BUFFET RICE RING



See "Where Credit Is Due" on page 136



Karo adds extra flavor to every bite



Karo even looks rich! Full-bodied, never too thin!

Yes, indeed... pancakes taste extra good when topped with delicious KARO® Syrup, because it's a hearty, full-bodied pancake syrup ... rich in wonderful flavor and food energy.

Glorify waffles and French toast... biscuits and bread with KARO, too. Don't be bashful... pour on plenty!



After-school snack... Karo on bread!

Sweeten cereals, fruits and puddings with Karo

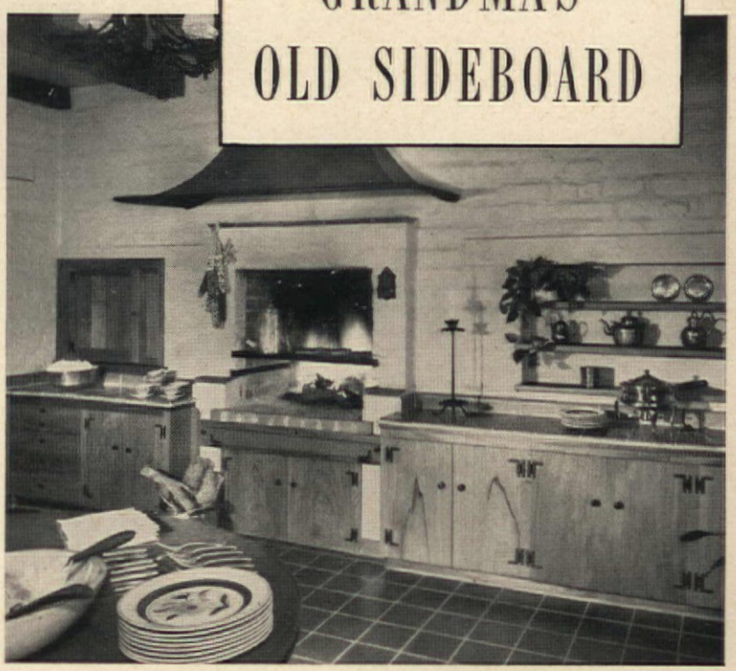


YOU GET YOUR CHOICE WITH Karo!



DARK AND RICH (Blue Label) LIGHT AND SWEET (Red Label) MAPLE-Y (Green Label)

BETTER THAN GRANDMA'S OLD SIDEBOARD



Wouldn't this be a marvelous place to serve a smörgåsbord? Or any buffet supper? Or a barbecue? (You can guess how really fine that raised fireplace is for barbecues!) And wouldn't this be a marvelous place just to sit for a little good talk over coffee after any dinner? Yet those trim and comely cabinets of natural wood harbor not only the equipment for all of the aforesaid, but also all the household goods it was Grandma's custom to fold into or stack upon her knobby-kneed space gobbler of a sideboard. One handsome wall here serves the function of the forbidding pieces which, in a more formal period of dining-room history, invariably wound up looking either dinky or cumbersome. The short counter and the firewood cupboard at the left are under a pass-through to the kitchen which makes it the simplest of matters to get a meal on the table, and the longer counter is grand for snacking or sorting. When the beautifully hooded fireplace isn't busily broiling or roasting, the grill slides out to be stored in a special niche, and the fireplace is enjoyed all for its cheerful self. Altogether, brick walls, beamed ceiling, waxed wood, tile, and the good glint of copper invite good appetite.

Send for Your Smorgasbord Recipes



MRS. JEAN AUSTIN
Dept. SS, The American Home, 444 Madison Ave., N. Y. 22, N. Y.

Please send me Vera's four Smörgåsbord recipes for which I am enclosing a self-addresed, stamped envelope.

Name _____

Address _____

No, no – don't throw it away



will save it!

No pot too black for S.O.S.

It easily removes all trace of stain, scorch and burned-on food.

© The S.O.S. Co., Chicago, Illinois, U.S.A.
S.O.S. Mfg. Co. of Canada, Ltd., Toronto, Ont.





Here's how you wash!

Away from damp basements, wringers and steamy hot water. It's all done automatically!



Here's how you dry!

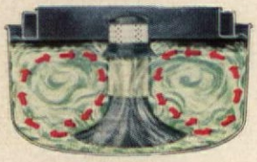
Out of the weather No more rain, snow, sleet or ripping winds, no poles or pins. It's automatic, too!



Here's how you feel!

Like a million! With extra pep and energy, with no nervous overwork strain. Your family'll love you!

You wash, you dry, without a care in Frigidaire's new "Porcelain Pair"!



Live-Water Washing gets the deep-down dirt ordinary washing actions can't touch!

Even the ground-in grime that digs into clothes doesn't stand a chance against Live-Water Washing Action!

Hot, sudsy water floods through every fiber of every piece—flushing away every speck of dirt.

New Float-Over Rinse

It's a Frigidaire exclusive! Makes sure that no trapped dirt will drain back through clean clothes. All of it floats over the sides of the tub and away, along with the used wash water. And Rapidry Spin takes out far more water than any other washer.

Then your Frigidaire Automatic Washer—finished in Lifetime Porcelain—drains, cleans, shuts itself off.

For "Miracle Fabrics" Too

Thorough washing and rinsing plus even suds distribution, water temperature control and flexible operation, make Frigidaire ideal for all fabrics—from cottons and woolens to Dacron, Orlon, Dynel, Nylon.



New Electric Dryer—dries in any weather—never throws humid heat or sticky lint around!

Here's a wonderful way to dry your clothes without weather worries. To dry them to fluffy sweetness for storage, or damp-dry for ironing as you choose . . . without ropes or pins or poles, without bending or stretching!

The Frigidaire Filtra-matic Dryer won't throw objectionably humid heat or sticky lint around the room, to cloud up windows, cling to walls. Yet it requires no complicated special plumbing, tricky installation, or costly, unsightly vents.

Cabinet *and* drum are finished in rust-proof Lifetime Porcelain, the always-bright finish, for longer life—and less wear and tear on clothes, too.

For a demonstration, see your Frigidaire Dealer. His name's in the phone book's Yellow Pages—or write Dept. 10, Frigidaire Division of General Motors, Dayton 1, O., for free folder. In Canada, Toronto 13, Ont.

FRIGIDAIRE
Automatic Washer and Dryer

Built and backed by General Motors

Enjoy Arthur Godfrey's daytime show on TV or radio. See papers for details.

Variety Is the Spice

(Begins on page 58)



TUFFY®

cleans off sticky, crusted foods—



yet always rinses clean

Amazing! eggs, mush, even gummy macaroni come right off... then rinse right out of "Tuffy". Because "Tuffy" is plastic and can't hold food scraps... won't smell or turn sour... ever!

Imagine! "Tuffy" is gentle enough to wash china and silver, too... loosens sticky food much faster than a dishrag, yet never scratches. Then "Tuffy" dries quickly, stays clean and sweet through months of hardest use.

never stains · never smells never scratches





All Purpose RIT

The finest dye . . . the *high concentrate* dye . . . and only **25¢**

for Nylon, All Rayons, Cotton, Linen, Silk, Wool—literally any textile except glass or mineral fiber.

RIT PRODUCTS CORPORATION
1437 W. Morris St., Indianapolis 6

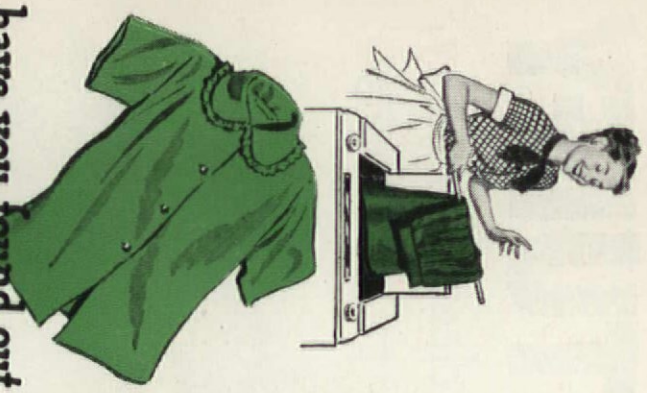


to make a little girl's clothes look new!

No need for little sister to fret over hand-me-downs! They'll seem brand new when you dunk them in bright new color . . . in All Purpose Rit. And do put in a batch of socks when you're dipping little dresses, skirts or blouses. All Purpose Rit is *concentrated* . . . a little dyes a lot!



have you found out what RIT can do



• orange blossoms

3 cups biscuit mix
1 cup milk
2 tbs. melted butter or margarine
1 tbs. grated orange rind
½ cup brown sugar, firmly packed
¼ cup melted butter or margarine
⅔ cup brown sugar, firmly packed
1 navel orange, cut in 12 sections

Add milk to biscuit mix. Mix lightly. Turn out on lightly floured board and knead for 10 seconds. Roll out into a rectangle 9" x 12". Brush with 2 tbs. butter or margarine. Combine orange rind and ½ cup brown sugar. Sprinkle evenly over dough. Roll up as for jelly roll. Mix together ¼ cup melted butter or margarine and ⅔ cup brown sugar. Place evenly over the bottoms of 12 greased muffin or baking cups. Place an orange section in each cup. Cut biscuit roll into 1" slices and place cut side down in muffin cups. Bake at 425° F. 15–18 minutes.

Makes 12 biscuits ***274 cal. per serving***

Originated in THE AMERICAN HOME KITCHEN

• pineapple harlequin

1 package lime-flavored gelatin
1½ cups boiling water
2 tbs. fresh, frozen, or canned lemon juice
1 cup drained crushed pineapple
1 pkg. lemon-flavored gelatin
1½ cups boiling water
2 tbs. fresh, frozen, or canned lemon juice
1 3-oz. pkg. cream cheese
Lettuce
Salad dressing

Prepare lime-flavored gelatin according to directions on package, using 1½ cups boiling water; add 2 tbs. lemon juice. Chill until slightly thickened. Add crushed pineapple. If desired, garnish mold with diced pineapple. Pour half of lime-pineapple mixture in 1-lb. coffee can. Chill until firm. Dissolve lemon-flavored gelatin according to directions on package, using 1½ cups boiling water; add 2 tbs. lemon juice. Chill until slightly thickened. Whip until light and fluffy. Beat in cream cheese. Pour over lime-pineapple mixture. Chill until firm. Pour remaining slightly thickened lime-pineapple mixture over lemon-cheese layer. Chill until firm. Unmold on serving platter. Garnish with lettuce and serve with salad dressing.

Serves 8 ***149 cal. per serving*** ***Source of Vitamin A***

Originated in THE AMERICAN HOME KITCHEN

• strawberry honeys

3 cups biscuit mix
1 cup milk
2 tbs. melted butter or margarine
½ cup strawberry preserves
¼ cup melted butter or margarine
⅔ cup brown sugar, firmly packed

Add milk to biscuit mix. Mix lightly. Turn out on lightly floured board and knead for 10 seconds. Roll out into a rectangle 12" x 16". Brush with 2 tbs. butter or margarine. Spread preserves evenly over dough. Roll up as for jelly roll. Mix together ¼ cup melted butter or margarine and ⅔ cup brown sugar. Spread evenly over bottom of greased 9" ring mold. Cut biscuit roll into 1½" slices and place cut side down around ring mold. Bake at 425° F. 20–25 minutes. Remove from mold and top with additional strawberry jam if desired. Serve with:

HONEY BUTTER:

¼ cup softened butter
2 tbs. honey

Mix together butter and honey. Beat until fluffy.

Serves 8 ***402 cal. per serving*** *Originated in* THE AMERICAN HOME KITCHEN

• choco-mint feather cake

2¼ cups sifted cake flour
1¾ cups sugar
3 tsp. baking powder
1 tsp. salt
½ cup salad oil
5 unbeaten egg yolks
¾ cup water
2 tsp. vanilla
1 cup egg whites
½ tsp. cream of tartar
3 squares unsweetened chocolate, grated

Sift together flour, sugar, baking powder, and salt into a bowl. Make a well in the center of flour mixture and add salad oil, egg yolks, water, and vanilla. Beat until smooth. Beat egg whites with cream of tartar until they form *very stiff*, almost dry, peaks. Pour egg-yolk mixture gradually over egg whites and fold until blended. Fold chocolate into batter. Pour into ungreased 9" x 13" x 2" pan or 10" tube pan. Bake at 350° F. 45–50 min. for 9" x 13" x 2" cake; bake at 325° F. 55 min., then at 350° F. 10–15 min. for 10" tube cake. Immediately turn pan upside down, resting edges of pan on two other pans. Let hang free of table until cold. Loosen from sides with spatula. Frost with:

PINK PEPPERMINT FROSTING

1½ cups sugar
½ cup water
2 egg whites
¼ tsp. cream of tartar
⅛ tsp. salt
1 tsp. peppermint extract
½ tsp. vanilla

Combine sugar and water. Place over low heat; stir until sugar dissolves. Bring to a boil; cook, covered, 3 minutes. Uncover and cook until thermometer reads 236° F. Remove from heat. Sprinkle egg whites with cream of tartar and salt. Beat until stiff. Continue beating and gradually add syrup. Beat until frosting holds shape. Fold in peppermint extract and vanilla.

Serves 18–20 ***277–249 cal. per serving***

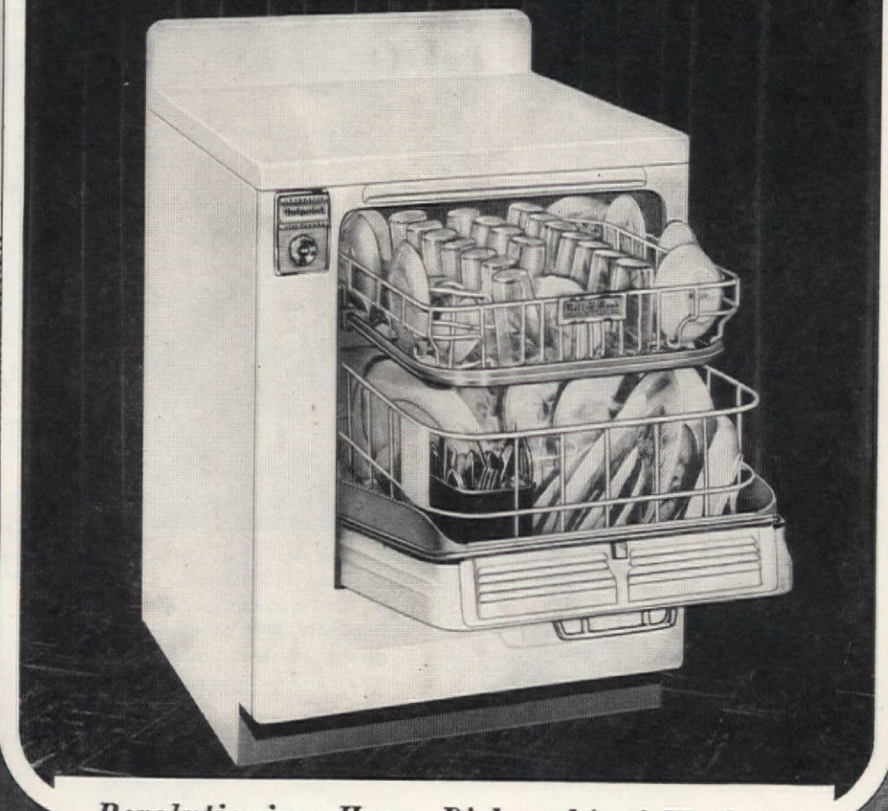
Tested in THE AMERICAN HOME KITCHEN

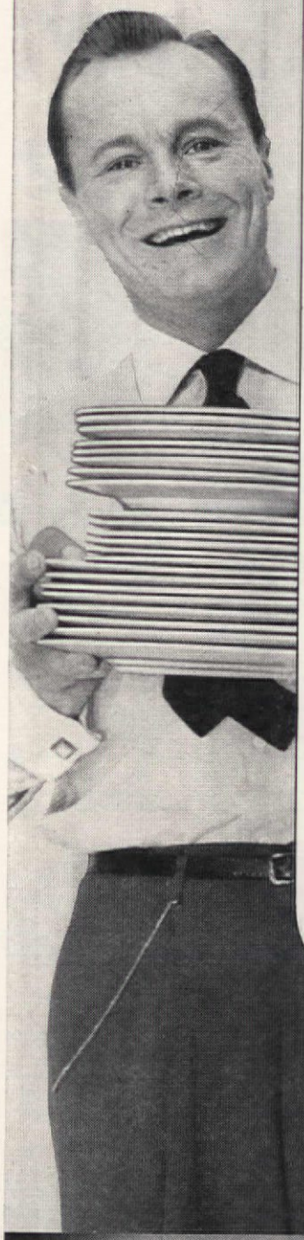
Variety Is the Spice

(Begins on page 58)

New! Gets Dishes And Glasses Twice As Clean!

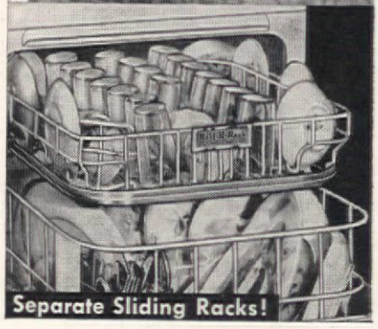
Hotpoint Automatic Dishwasher











Revolutionizes Home Dishwashing! Washes Cleaner Than Any Other Dishwasher Ever Made! Saves You At Least An Hour's Work Every Day! Separate Roll-Out Racks For Easy Loading!

HOTPOINT leads again—with a truly remarkable new dishwasher. Entirely different from any other, this new Hotpoint actually washes every dish, glass, pot, pan and piece of silver *twice*—automatically dispensing a *fresh* supply of detergent for the second wash! Every piece is then thoroughly *rinsed* twice, and hygienically *dried* in pure electric heat. All *you* need do is merely load it and turn a dial!

● **This new 1953 Hotpoint** is, without question, the easiest-to-load, most efficient dishwasher ever known. Neither hand washing nor any other dishwasher can match it. See all three models at your Hotpoint dealer's*. They're reasonably priced. Easy terms, if desired. Hotpoint Co. *(A Division of General Electric Company)*, Chicago 44, Ill.

Guaranteed by Good Housekeeping

**Dealers are listed in most classified phone directories.*

Everybody's Pointing To Hotpoint QUALITY APPLIANCES

LOOK TO HOTPOINT FOR THE FINEST... FIRST!

Ranges • Refrigerators • Dishwashers • Disposalls® • Water Heaters • Food Freezers • Automatic Washers • Clothes Dryers • Rotary Ironers • Cabinets

Life's dullest moment



not with a KitchenAid!
HOME DISHWASHER



Life can be *dull...extremely dull* with a sink full of dirty dishes! But not with a *KitchenAid* Automatic Home Dishwasher.

Your "work" is finished quickly here...open *KitchenAid's* front opening door, slide out the two convenient racks (the upper rack adjusts to two positions), and load your dishes, glasses, silver, *even your pots and pans*. Then close and latch the door, press the switch, and *you're through*.

When you press the switch, *KitchenAid's durable* wash arm begins to revolve...Hobart's exclusive power washing and double power rinsing does *each* piece. Then, separately powered electric hot air dries completely!

Don't *do* the dishes—*have* them done automatically—in a *KitchenAid* Home Dishwasher.

KitchenAid Home Dishwasher Division of The Hobart Manufacturing Co., Troy, Ohio
In Canada: 175 George St., Toronto 1.

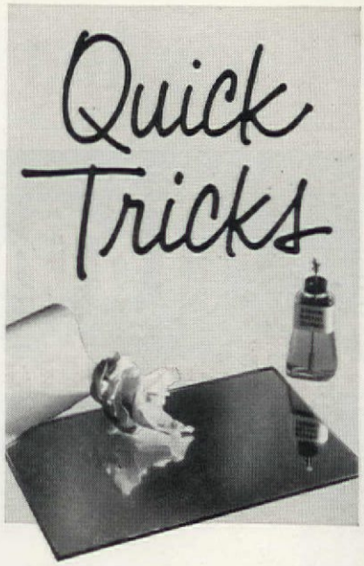
KitchenAid
The Finest Made...by Hobart

World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

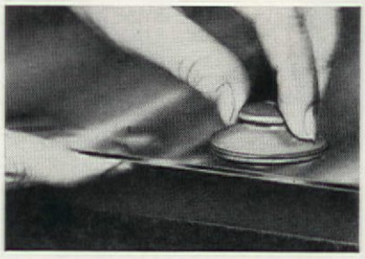
KitchenAid Home Dishwasher Division
The Hobart Manufacturing Co., Dept. KA, Troy, Ohio
Please send me *free* literature.

Name.....
Address.....
City.....Zone.....State.....

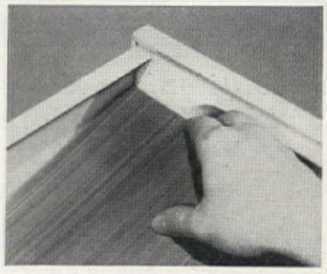
Quick Tricks



Streaked mirrors come clean as a whistle with liquid window-washing compound and crumpled paper toweling. This high-polish method works wonders with windows, too



Ever pinch your finger trying to get the glass top off a coffee table? Then you know it is "nigh on impossible" when the table has a raised gallery edge. But it's easy with a rubber suction-cup "handle"



Don't throw away those linoleum trimmings that were left over when you installed your kitchen floor and counter tops. They make excellent drawer liners, and they cut down on clatter when you put away cutlery

Missing a button? Chances are you'll always find one to match if you keep your collection in a glass jar. You can spot it quickly, then twirl the jar until the one you're after comes to the top



Your best kitchen-ware buy in years...

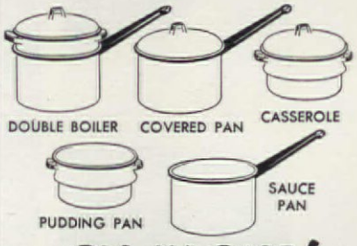
FEDERAL VOGUE 5-WAY combination COOKER



LOOK! cooks 5 ways

NOW $1.19* (LIMITED TIME ONLY)

*Slightly higher in the West and South and Canada



ALL IN ONE!

Here's a real bargain in enameled ware. The Federal all-purpose Combination Cooker in this new more convenient size is low, low-priced!

It's attractive. It's easy to clean! It's finished in sparkling white porcelain enamel with red trim...a perfect match for your kitchen appliances.

Capacity: Bottom—2 quarts. Top—1½ quarts. Ideal cooking size.

Get your Federal 5-Way Cooker NOW while they're specially priced. At your favorite housewares counter for a limited time only.

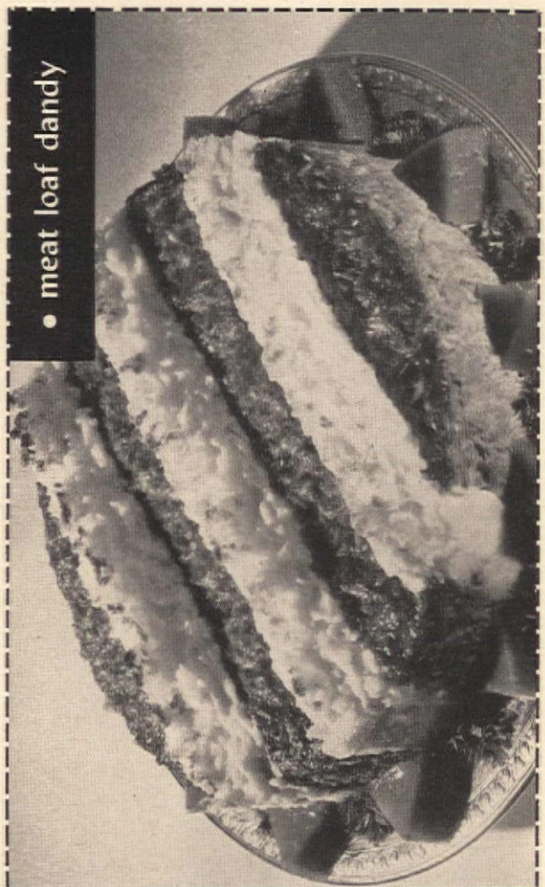
THE MIRACLE-ELEMENT *TITANIUM* makes all Federal Vogue enameled ware *whiter . . . stronger . . . longer-lasting!*



FEDERAL ENAMELING & STAMPING CO., PITTSBURGH 30, PA.
Home of Nu-Brite Aluminum Ware and Aluminum Foil
Cavalier Stainless Steel

Variety Is the Spice

(Begins on page 58)



• meat loaf dandy



• crown roast of frankfurters



Fish Feast

New Lenten casserole. Tender fish fillets . . . fresh garden greens. A delicious sauce full of the tang and aroma of Sunkist Lemons!

1 lb. fillet of sole, fresh or frozen • ¼ c. lemon juice • ¼ c. water • 1 small bay leaf • ½ tsp. salt • ⅛ tsp. pepper • 1 can mushrooms (2 oz.) • 2 T. butter 1 T. grated onion • 3 T. flour • 2 egg yolks • 1 lb. spinach (or 1 pkg. frozen)

Marinate fish in lemon juice, water, seasoning, for 1 hour. Drain juice into bowl. Add mushroom liquid and enough water to make 1½ cups.

Melt butter, add onion and flour; stir in liquid slowly. Cook until smooth and thick. Add sauce to egg yolks. Mix. Add mushrooms. Season. Cook spinach for 2 minutes. Drain. Season. Put in greased baking dish. Top with fish and sauce; dot with butter. Bake at 350°F. 30 minutes. Serve with lemon wedges. Serves four.

Free recipe booklet. *Dozens of exciting lemon recipes. Write Sunkist, Sec. 2103, Box 2706, Terminal Annex, Los Angeles 54, California.*







Always serve colorful lemon wedges with hot vegetables. A few drops of tangy, fresh lemon make even canned vegetables taste *fresh out of the garden!*

Do you miss the *fresh* orange sparkle and tang in *frozen and canned* orange juice? A good squeeze of lemon gives it new zip and zest. All juices call for lemon.

Menfolk rave about fruit *cooked and served* with lemon. Stewed prunes, apricots, peaches—all are made instantly more flavorful with tangy fresh lemon.

Be sure everyone gets plenty of lemon—and easily—by serving plump, generous wedges. Just be sure they're Sunkist Lemons—finest from California-Arizona.



WHEN THE DOCTOR SAYS:



CUT DOWN ON SALT!

Has the doctor put you on a low-sodium or salt-free diet? Fresh lemons, themselves virtually salt-free, can make all the difference between flat, insipid dishes and tempting, appetizing ones!

Overweight? Many reducing diets recommend *cutting down* on salt. Seasoning with lemons instead of salt makes reducing easier. Not only does it help you shed pounds *faster,* but a squeeze of tangy, fresh lemon sparks listless low-calorie foods.

Fresh
Sunkist®
Lemons
CALIFORNIA–ARIZONA





Variety Is the Spice

(Begins on page 58)

• crown roast of frankfurters

In a bowl, combine sauerkraut, carrots, potatoes, onion, apple, mushrooms, and butter or margarine; mix thoroughly. Thread needle with white heavy-duty thread and run needle through center of frankfurters. Arrange in circle, tie, and shape to form crown. Place frankfurter crown in shallow greased baking pan. Fill with sauerkraut mixture. Bake at 350° F. 45 minutes.

- ½ can sauerkraut, drained
- ½ cup grated carrots
- ½ cup grated potatoes
- ¼ cup grated onion
- ½ cup chopped unpared apple
- 4-oz. can sliced mushrooms, drained
- 2 tbs. melted butter or margarine
- 14 frankfurters

Serves 6–7 398–341 cal. per serving ***Source of Vitamins A, B Complex, C***

Originated in THE AMERICAN HOME KITCHEN

• meat loaf dandy

- 1 egg, beaten
- ¼ cup milk
- 2 cups soft bread crumbs
- 1½ lbs. ground beef
- ½ cup chopped onion
- ¼ cup ketchup
- 1 tbs. Worcestershire sauce
- ¼ cup chopped green pepper
- 1½ tsp. salt
- ¼ tsp. pepper
- 2 cups seasoned mashed potatoes

Combine egg and milk. Add bread crumbs and mix. Add remaining ingredients except mashed potatoes and mix lightly. Grease a 9" x 1½" round layer-cake pan, lightly pack 1 cup beef mixture in 2" wide strip along one side of the pan. Pack ⅔ cup mashed potatoes in a strip next to beef mixture. Repeat meat and potato mixture in alternate strips to fill pan, ending with a meat strip. Bake at 350° F. 45 min. Cut servings in diagonal strips and serve from baking pan. Serve with:

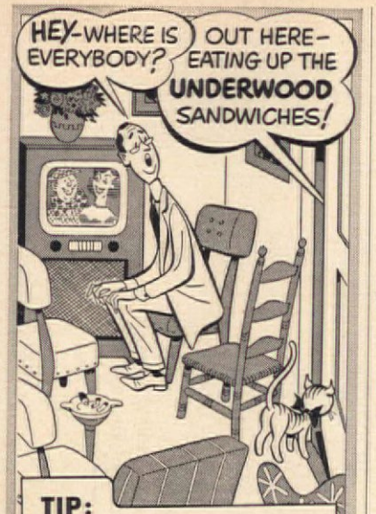
JELLIED CHILI SAUCE:

- 1 tbs. unflavored gelatin
- 1 cup chili sauce
- ¼ cup water or tomato juice

Soften gelatin in water or tomato juice. Heat chili sauce to boiling point. Add softened gelatin and stir until dissolved. Turn into small-size muffin cups. Chill until firm.

Serves 6–8 556–417 cal. per serving ***Source of Vitamin B Complex***

Originated in THE AMERICAN HOME KITCHEN



TIP:
Underwood sandwiches and snacks are the hit of the party every time. That superb Underwood flavor delights everybody!

Send for free recipe folder!
Wm. Underwood Co.
15 Walnut St., Watertown 72, Mass.

UNDERWOOD DEVILED HAM

THE ORIGINAL...ALL FINE HAM ZESTFULLY SEASONED

For 86 years America's favorite spread

RELIEVES PAIN OF HEADACHE · NEURALGIA NEURITIS

FAST

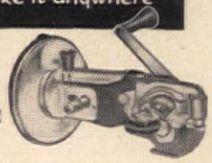


The way thousands of physicians and dentists recommend

Here's Why . . . Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved, active ingredients in easy-to-take tablet form. Anacin gives FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

Removable, portable take it anywhere

DAZEY VACUMATIC CAN OPENER



$4.95 to $7.95 *In colors*

The world-famous Dazey can opener designed for use on any non-porous surface—glazed tile, plate glass, stainless steel, porcelain and enameled metals. No screws, nails or tools necessary. At Hardware, Home Furnishings, and Department Stores

If your dealer can't supply you—write us for literature and price list.

Be sure it's a **DAZEY** ST. LOUIS 7, MO.

Hot Dog!

A favorite with youngsters and oldsters, you can always depend on the frankfurter to serve you right any time of the day. A few new tricks for using the "dog" can help to vary your meals.

One important reminder—frankfurters are cooked when you buy them, so please, don't overcook! You need only heat them to serving temperature, whether you boil, pan-fry, bake, or broil them.

Here's a trick you'll repeat often for a quick family meal or buffet supper: Add two cups sliced franks to a No. 2 can of baked beans, spoon into a greased 1½-quart baking dish. Combine ½ cup prepared mustard with drained pickle relish, and spread over beans and franks. Bake at 350° F. for about 45 minutes.

Frankfurters can be the *pièce de résistance* of many a meal. Try stuffing franks with your favorite bread stuffing, using pumpernickel or rye instead of white bread. Bake in a greased shallow baking dish at 350° F. for about 30 minutes. Or, for an easy luncheon dish, cut franks in half lengthwise, spread with chili sauce and grated sharp cheese, broil until cheese melts. And for a wonderful teen-age treat, whip up a frankfurter shish kebab—cut franks into one-inch pieces, alternate on a skewer with small cooked onions and tomato wedges. Broil until heated.

Here's a party salad that can't miss: Chill a package of lemon-flavored gelatin according to the directions on the package, fold in one cup of very thinly sliced frankfurters and two cups of grated carrots. Good? And this one's a salad to satisfy the hungriest: Split franks lengthwise, heap with cottage cheese, top with well drained crushed pineapple, and place on a bed of thinly sliced tomatoes. Watch those salad-haters sit up and take notice!

Soup is a natural for franks: Float frank slices in split-pea or tomato soup out of the can, top with croutons, or dilute one can condensed tomato soup with ½ cup of milk, and add ¼ cup each of sautéed green pepper and chopped onion, then mix in two cups of diced frankfurters, and heat to serving temperature.



Tune in Pet Milk's "Truth or Consequences" radio show, NBC Network, every Thursday night

Ralph Edwards says:



Fix 'em new, tasty

Ripe Olive Tuna Ring

...they never had it so good for Lent!



HOW TO MAKE RIPE OLIVE TUNA RING

Biscuit Ring
- 1½ cups Bisquick
- ½ cup Pet Milk
- ¼ cup water

Tuna-Olive Sauce
- 1 cup ripe olives
- 1 (10½ ounce) can mushroom soup
- ⅓ cup Pet Milk
- 1 (7 ounce) can tuna
- 1 cup canned peas

Biscuit Ring: Combine Bisquick, Pet Milk and water and mix well. Turn out onto floured board and knead lightly. Roll ½ inch thick. Cut into 12 rounds with 2-inch cutter. Place close together on greased baking sheet in circle. Bake in hot oven (425 degrees F.) 10 minutes. Slide carefully onto heated serving plate, and fill center with hot tuna-olive sauce.

Tuna-Olive Sauce: Cut olives from pits into large pieces. Or slice pitted olives. Blend together soup and Pet Milk. Add olives, drained flaked tuna and drained peas. Heat thoroughly. Serves 4.

It's an easy-to-fix dish created especially to help you perk up Lenten eating. Feeds . . . and pleases . . . four hungry people

Have you been searching for a Lenten main dish that's different? Lady, look no longer . . . you've found it!

New-recipe *Ripe Olive Tuna Ring* gives your family a well-balanced meal, all in one dish. It's nourishing, it's filling—and above all, it's mighty good to eat.

Make it soon!

RIPE OLIVES FROM CALIFORNIA

Elegant **IN SO MANY WAYS**



Elegant on your table. For a party touch that costs only pennies, set out a bowl of gleaming ripe olives



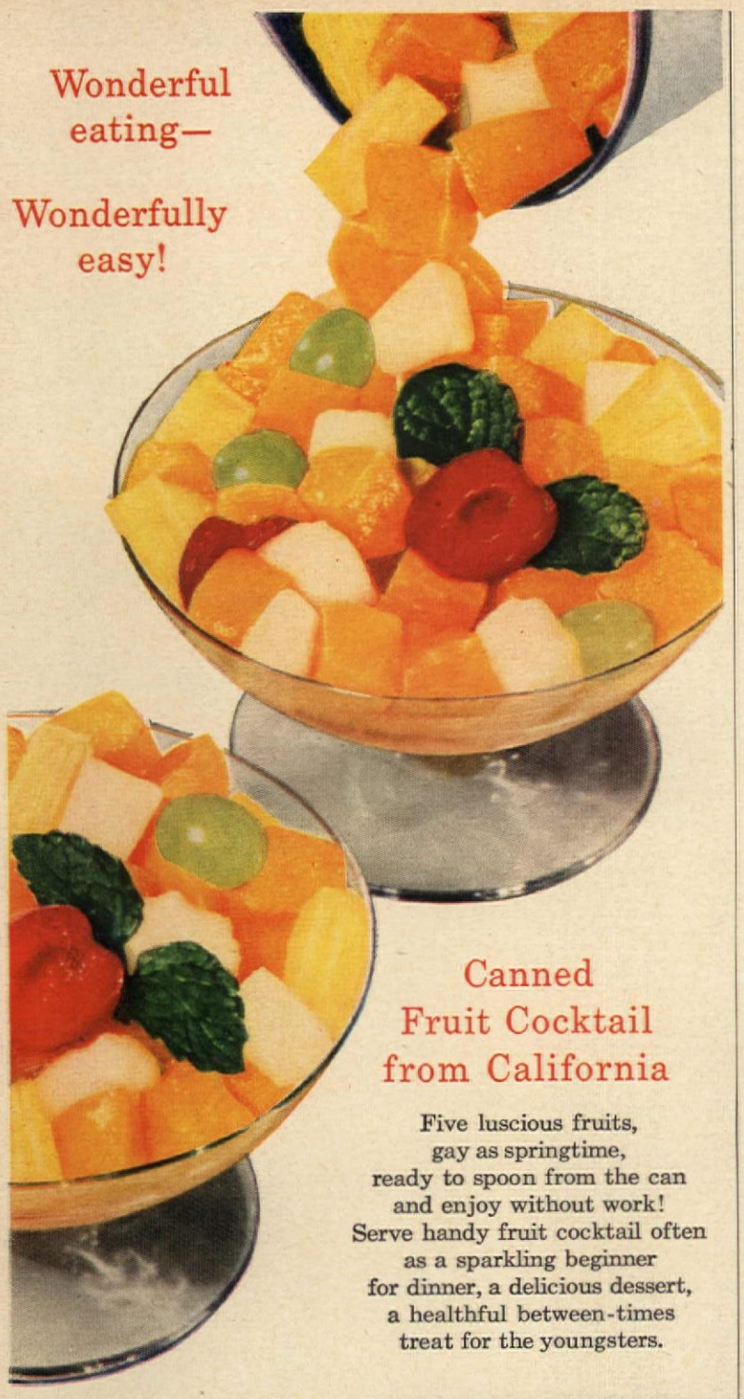
Elegant as appetizers. When you're fixing a tray of tidbits to sharpen appetites, don't forget to add big ripe olives



Elegant in countless recipes. For free booklet "Elegant but Easy Recipes with California Ripe Olives," write Olive Advisory Board, Dept. A-3, 24 California Street, San Francisco 11, Calif.

Wonderful eating—

Wonderfully easy!

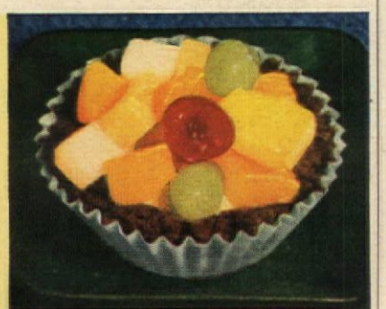


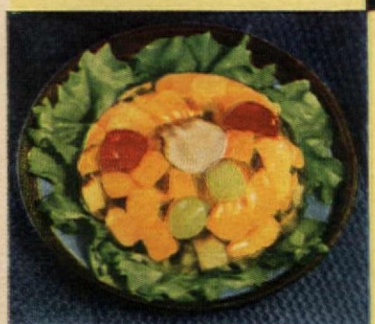
Canned Fruit Cocktail from California

Five luscious fruits,
gay as springtime,
ready to spoon from the can
and enjoy without work!
Serve handy fruit cocktail often
as a sparkling beginner
for dinner, a delicious dessert,
a healthful between-times
treat for the youngsters.

CONFETTI TARTS

Blend 1 cup gingersnap crumbs with ⅓ cup melted butter. Press into 5 fluted paper baking cups placed in muffin pan. Chill. Prepare ½ package vanilla pudding mix according to package directions. Cool. Spoon into tart shells. Chill. Top with 1¼ cups well-drained canned fruit cocktail—the confetti-bright blend of golden cling peaches, pineapple, pears, grapes, red cherries.

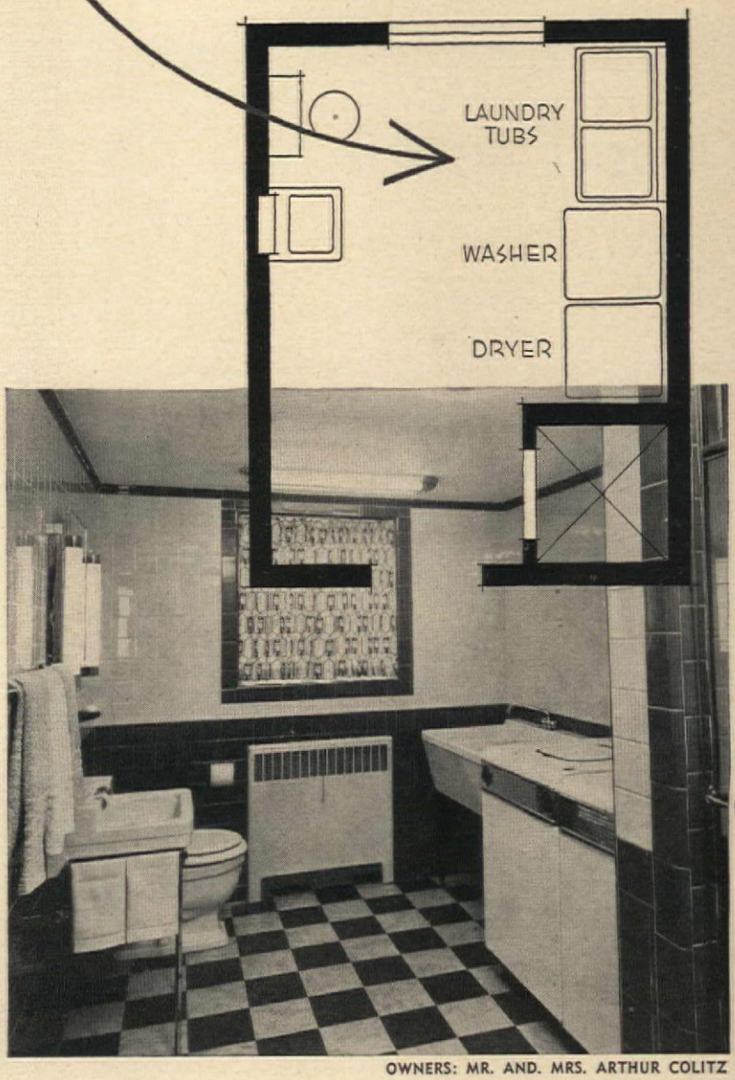




GOLDEN FRUIT SALADS

Heat 1⅓ cups syrup from canned fruit cocktail with 3 tablespoons sugar. Soften 1 envelope plain gelatin in 3 tablespoons lemon juice, dissolve in hot syrup. Stir in ⅓ cup orange juice. Cool until syrupy. Add 2 cups well-drained fruit cocktail. Chill in 6 individual molds. Because it's close-packed, fruit cocktail's an excellent buy—more economical still in large 30-ounce cans! Cling Peach Advisory Board

Save Steps with a Laundry-Bath



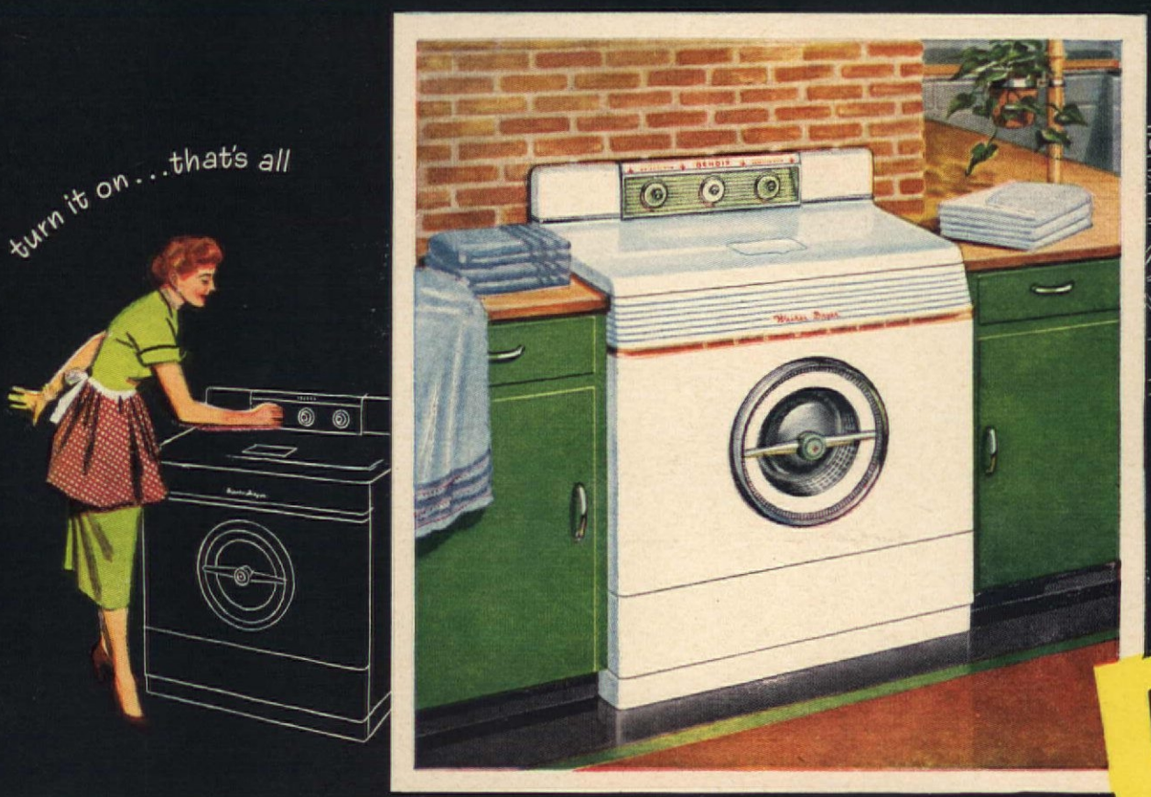
OWNERS: MR. AND MRS. ARTHUR COLITZ

Does your house sometimes seem like Mt. Everest, with all that perpetual climbing of stairs—up to the bath, down to the basement laundry, then down and up again? The Colitzes owned such a house, and so, when they added a first-floor bathroom, they made it large enough to serve as a laundry as well. Since automatic washers and dryers are counter-high and enormously presentable, there's no reason to hide them below ground. Built into a bath, they detract not a whit from its powder-room look. Such a combination also has manifold blessings if you build it near the bedrooms where the laundry cycle really begins and ends. Now that drying as well as washing is done by machine, laundry needn't go downstairs at all.

See "Where Credit Is Due" on page 136

BIGGEST NEWS SINCE FIRST AUTOMATIC WASHER

New BENDIX DUOMATIC does everything but iron for you!



BENDIX DUOMATIC Washer-Dryer

New Duomatic drys as well as washes

works while you shop . . . sleep . . . or just play!

Here's the only laundry unit ever developed to dry as well as wash your clothes automatically . . . in one continuous operation. A single setting of the Duomatic dials and your clothes are thoroughly washed, then completely dryed . . . while you're away . . . while you play . . . while you sleep. No watching, no waiting, no worrying. You're finished with your washday in seconds.

The Duomatic washes your clothes in warm or hot water . . . spins water out of clothes evenly, safely . . . triple-rinses with clean, fresh water . . . and completely drys them—all automatically. In addition, you have an automatic speed-soak that takes only a few minutes for even the grimiest clothes.

Before you even consider buying any washer or dryer, you owe it to yourself to see the Bendix Duomatic. See a Free Demonstration.

INSTALL ANYWHERE—no vent necessary for drying. No bolting down needed because "Balanced Action" eliminates vibration. And the Duomatic takes just half the space of separate washers and dryers.

CLEANER CLOTHES—exclusive Magic Heater makes wash water hotter, keeps it hot, gets clothes cleaner.

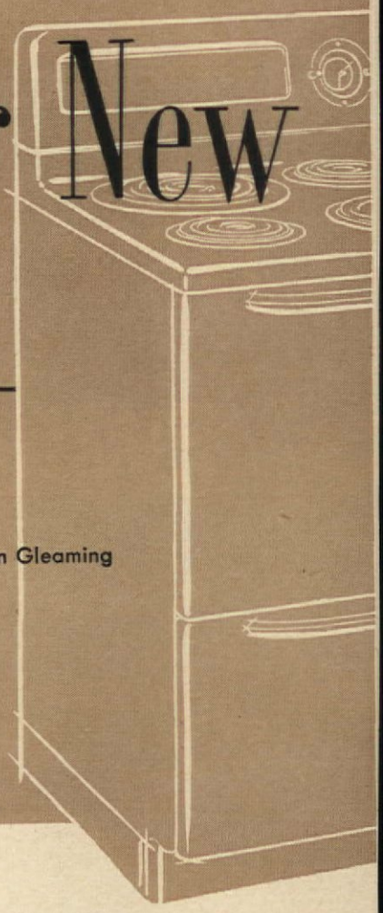
ECONOMICAL—uses less water and soap than most ordinary automatic washers.

BENDIX HOME APPLIANCES DIV. AVCO MANUFACTURING CORP., SOUTH BEND 21, IND

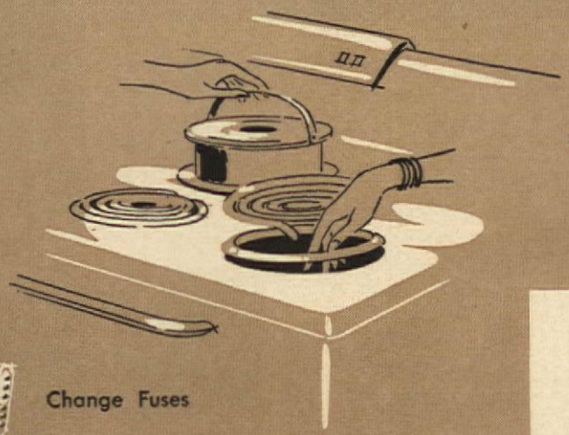
Keep your New

You can do these yourself





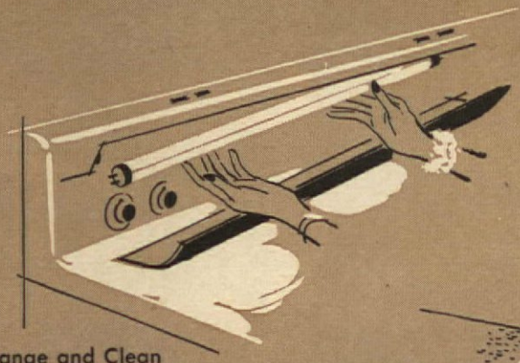
Keep the Porcelain Gleaming



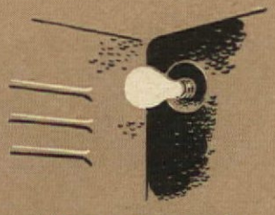
Clean Surface Unit and Deep Well



Change Fuses



Change and Clean Panel Light



Change Oven Light



Clean Oven Unit, Racks and Interior

Your purchase of an electric range has opened the door to a new and delightful adventure—electric cooking at its up-to-date best. And you may be sure that a good range can "take it." But as any mechanic or factory superintendent will tell you, the cleaner you keep machinery, and the more promptly you make minor repairs, the better it will work and the longer it will last. Your range is a machine for cooking—an excellent one. Respect it.

CLEAN IT UP Modern ranges are amazingly easy to keep clean. That bright finish is porcelain-enamel—actually a very durable form of glass, you know. All it requires is a brief wipe-off with a non-abrasive cleanser *after each meal*, and a general cleaning once a week. But a word of caution! Make certain *all switches are off*.

Surface units may be cleaned at any time they are cool enough to handle. It is much easier to wipe away spillage each time the units are used. In once-a-week cleaning, it is practical to remove the reflector pans under the cooking units, and wash them as you do any other utensil. Before putting them back in place, wipe with a damp cloth around the ring or band between unit and range surface, then replace the units in their original positions. When removing the supporting rims, be careful not to twist the heating units—twisting may damage the wires. Most ranges have a tray beneath the reflector pan—it's a life-saver when foods and liquids spill over—but only if you remove and clean it after each serious spill.

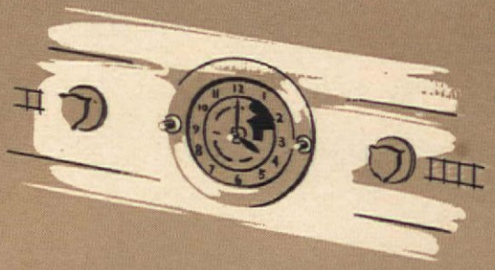
Handle the deep-well cooker as you do surface units. As for broiler and oven—be fussy here, for these are the places most grease and carbon accumulate. (Incidentally, there's a new oven cleaner on the market that will make the inside of your oven or broiler look as it did the day it was installed!)

YOU CAN BE THE TROUBLE SHOOTER Something wrong? Little lady, read that range manual the manufacturer gave you. Like any other piece of machinery, your range is subject to minor ills at times. Keep calm. Don't get "Telephonitis" and indignantly call the closest service man before you make a few easy checks. Even if the range *does* need adjustment or repair, it may be some slight thing you can

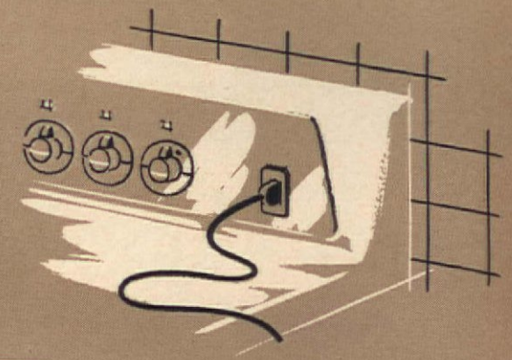
Electric Range *New!*

— Call Serviceman to repair these

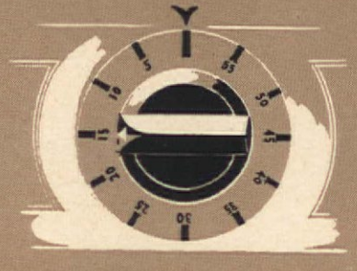




Automatic Timer



Appliance Outlet



Minute Minder



Surface Unit and Electrical Connection

EDITH RAMSAY

do yourself. Service calls cost time and money.

One purpose of this article is to help you to know when you *are* in serious trouble. If you are, get a skilled service man immediately. But first, investigate these things carefully yourself:

Nothing works? Check fuses. If new fuse blows out call a service man.

Appliance outlet is dead or the automatic timer and range lights do not work? Check fuses and bulbs.

Hums and buzzes? Contact points of oven unit may not be tight in sockets.

Range lamp or oven light do not turn on? Probably burned out. Incidentally, it is a good idea to wipe the lights off with a damp cloth—you'll have better light.

Oven does not operate? The automatic timer may not be set for manual operation.

Oven door does not close properly? The hinges are out of adjustment—adjust.

Porcelain damaged? Touch up small injuries with a special porcelain enamel (from any paint store). And remember, by the way, that foods containing acids (and that includes fruit juices and milk) are apt to stain porcelain if left in direct contact with it too long.

Trim around elements discolored? Could be caused by excessive use of high heat or too large a utensil.

Oven smokes? There is grease on oven walls or elements, or else food is placed too close to top unit.

DON'T ATTEMPT THESE Whenever adjustment is needed on your minute minder, automatic clock, or oven heat control, call a service man. Never try to fix wiring or electrical connections yourself.

For general service or any information concerning your range, call the dealer from whom it was purchased. If it is necessary to order new parts, give him the range serial number.

NEW RANGES — NEW USES That beautifully designed new range will bring to your meal planning new cooking ideas of which you can be justly proud.

Don't be frightened of your range. You will not be bound by any hard-and-fast set rules in using it, for it has been

PLEASE TURN TO PAGE 78

AMERICAN HOME GUIDE for BETTER PERFORMANCE

DON'T TRY TO FIX WIRING OR CONNECTIONS YOURSELF



Actual color photograph: Ceiling, 12" x 12" Celotex Textured White Tile Board. Walls, Celotex No. 112 Blue-Green Finish Plank.

Young Man's Castle

AND WOULDN'T YOUR BOY LOVE IT!

Build it with Celotex for only $54*

A teen-ager's paradise—cheery, comfortable, practical. Doesn't your boy *deserve* such a room, a private world of his own for sleep, study, relaxation, entertaining pals? Well, then, why not give it to him? Delightful rooms like this are easy and thrifty to build with Celotex Insulating Interior Finishes!

These handsome structural panels do three jobs at *one* cost. They build, insulate and decorate. To build new rooms in the attic, basement or other unused space, simply nail or staple Celotex Insulating Interior Finishes to wood framing. To modernize existing rooms, just apply over old walls and ceilings.

No painting or papering! They're beautifully *pre-decorated*. Choose rich, interesting textures—smart, inviting colors—available *only* in Celotex Insulating Interior Finishes.

And remember, these are the *only* interior finishes made of tougher, stronger, long Louisiana cane fibres—and protected by the patented Ferox® Process from dry rot and termites. See them at your Celotex dealer's! Mail coupon for valuable idea booklet.

Insist on Genuine

CELOTEX

REG. U. S. PAT. OFF.

INSULATING INTERIOR FINISHES



MAIL COUPON for new, colorful, 32-page Celotex remodeling book. Tells how to build new rooms or "do over" existing rooms at low cost. Gives 97 practical ways to modernize your home, inside and out, for new beauty, comfort, value. Send today!

*Approximate cost of Celotex Interior Finish materials for walls and ceiling of average 10' x 14' room.

The Celotex Corporation, Dept. AH-33
120 S. LaSalle St., Chicago 3, Ill.

Send me the new 32-page Celotex modernization book, "97 Ways to Improve Your Home." I enclose 25c in coin for postage and handling.

Name.....

Address.....

City.....Zone.....State.....

Electric Ranges

(Begins on page 76)

designed with the utmost flexibility to meet your individual needs. Look it over again—isn't it a beauty, with its clean, pleasing lines, its streamlined, functional styling? It will make cooking a downright pleasure. Here's why:

Controlled Surface Cooking

Are you surprised to know that 85% of all cooking is done on the top of the range? Yet some people think of it as only a place for frying and a percolator, and many more use it simply for boiling! To them, the wonderful arts of simmering, poaching, steaming, and sauce-making are unknown. They even leave deep-fat frying to the restaurants.

Though the types of switches and the number of different heats on the surface-unit controls may vary between manufacturers, they all have one thing in common—when the unit is turned to a specific marking, the heat supplied will be that designated by the manufacturer, and it will be the same *each time* you turn it on. Several factors influence the choice of heat positions: the amount of food being cooked, the pot or pan you use, and whether or not it has a tight-fitting cover. The highest speed should be used for bringing things to a boiling point, and in general as a starting speed. However, this speed is excessive for the continuation of most cooking processes. It isn't necessary to buy new cooking utensils, although flat bottoms and covers that are snug fitting will result in speedier and more economical cooking.

You'll feel almost like a magician when you begin taking a complete meal—meat, vegetables, and dessert—all out of your deep-well cooker, all cooked in one utensil! Ranges equipped with a cooker make it convenient to prepare a wide variety of foods which require long, slow cooking—like chili, baked beans, soups, cereals, stews, and even steamed desserts. And don't overlook its usefulness in sterilizing baby bottles or canning jars—or even for popping corn.

Make sure that you know what paces your cooker can be put through. Some cookers can rise to the surface to act as a fourth surface unit. Some give you perfect deep-fat frying, because they can plug into a 220-volt circuit for extra heat. Still other manufacturers offer as an added accessory pressure cookers that fit into the well.

Griddles

A griddle built into your range offers you an entirely new way to cook—a completely new flavor for your family's taste. True grilling is virtually impossible in a skillet because the food cooks in the accumulated hot fat, but your griddle drains

PLEASE TURN TO PAGE 79

Three **WIZARDS WITH WOOD** for Beautiful Homes



At hardware, paint, lumber dealers.
Write for helpful leaflets. A 3
UNITED STATES PLYWOOD CORP., N. Y. 36

FOUND



—a better way to give your dog chewing exercise he needs plus food he thrives on—MILK-BONE Dog Biscuit! Wholesome, concentrated nourishment in each biscuit makes this a fine food for your dog.

CONTAINS Chlorophyllin



Whatever your dog eats he NEEDS MILK-BONE DOG BISCUITS, too

MILK-BONE products contain nutrients your dog needs: Vitamins A, B1, B2, D and E . . . Meat Meal . . . Milk . . . Fish Liver Oil . . . Wheat Germ . . . Whole Wheat Flour . . . Minerals. Plus Chlorophyllin.

Guaranteed by Good Housekeeping

National Biscuit Company, Dept. AH-3 **FREE**
Milk-Bone Bakery **SAMPLE**
446 E. 10th St., New York 9, N. Y.

Send me *free* MILK-BONE DOG BISCUITS. Also Booklet: "How to Care for and Feed Your Dog." (Paste coupon on postcard if you wish.)

Name.....

Address.....

City and State.....

This offer good in United States only

NATIONAL BISCUIT COMPANY

Electric Ranges

(Begins on page 76)

these drippings away into a special reservoir. This "dry heat" gives grilled foods a good greaseless flavor—entirely different from frying. Here is the perfect answer for family-size portions of bacon, eggs, pancakes, etc., or for frills that get many a mealtime compliment, such as onion rings, fruit slices, and crêpes suzette. It converts to a super-giant unit—as a dish warmer, a hot plate, or as additional top-of-range cooking space. Cleaning is easy, if the grease, while still warm, is removed with a rubber scraper or a piece of paper towel.

Ovens

Thanks to thermostatic controls and even distribution of heat, your oven-prepared foods *can* be better than Grandma's—and much, much easier on the cook! Meats roasted to perfection—crisp and brown on the outside, juicy and tender inside; cakes light in texture and attractive to the eye; complete meals without watching. What is more, some ovens are so spacious that four to six cakes can be baked at one time, or the largest turkey can be roasted to a turn.

The oven in your new electric range is automatic, which means that any desired temperature can be maintained, never varying, never needing to be watched. This is accomplished by means of a thermostat which regulates and controls the heat in the oven. Today, it isn't necessary to shift the food from top to bottom, or back to front of the oven. Every spot has the same degree of heat. Generally speaking, good results are obtained with the oven shelves in any position, providing the pans are not too close to the top or bottom units. Many foods can be started in a cold oven (a roast is a good example); and if you have wondered about frozen roasts—they may be placed in the oven without thawing, if you lengthen the cooking time.

You will take new pleasure in preparing complete meals in the oven. With this type of oven cookery, you are released from watching individually cooked foods, and you have more freedom from the kitchen. If your range is equipped with an automatic timing clock, you will enjoy the ultimate in automatic cookery, for this timer starts and stops the oven when you are not on hand to do it.

Remember—you can cook accurately and to a turn with time and temperature. Resist that impulse to peek—not only is it unnecessary, but it actually destroys the evenness of the temperature the manufacturer worked so hard to provide!

Don't make the mistake of completely lining the oven bottom and racks with aluminum foil to catch "spill-overs." It will stop the even

PLEASE TURN TO PAGE 127



"I never knew it was so easy!"

So says many a homekeeper who finds that Sani-Flush, working chemically, will keep the toilet bowl sparkling clean and sanitary without messy scrubbing.

Sani-Flush also disinfects, and removes the invisible film that collects in every toilet bowl. Simple directions on the familiar yellow can. At all grocers. The Hygienic Products Company, Canton 2, Ohio.

Sani-Flush



Now PERFUMED with a mild, fresh fragrance

Victor

The First Name in Quickfreezers

TOP Quality TOP Value

Upright & Chest-Type FREEZERS
DEHUMIDIFIERS
AIR CONDITIONERS

Send For Free Booklet "A"
VICTOR PRODUCTS CORP.
HAGERSTOWN, MD.

HOW TO MAKE LOOSE FIXTURES STAY TIGHT



You can tighten loose hinges, clothes hooks, bathroom fixtures, shelf brackets, drawer pulls, casters, door handles, tool handles and other loose parts around the house, garage, barn, etc. to STAY tight. Just use Smooth-On No. 1 Iron Cement, famous for repairs over 50 years. Simple to apply, hardens quickly and makes lasting repairs. Buy it in 1¾-oz., 7-oz., 1 lb. or larger size at your hardware store. If they haven't it, write us.

FREE Repair Handbook

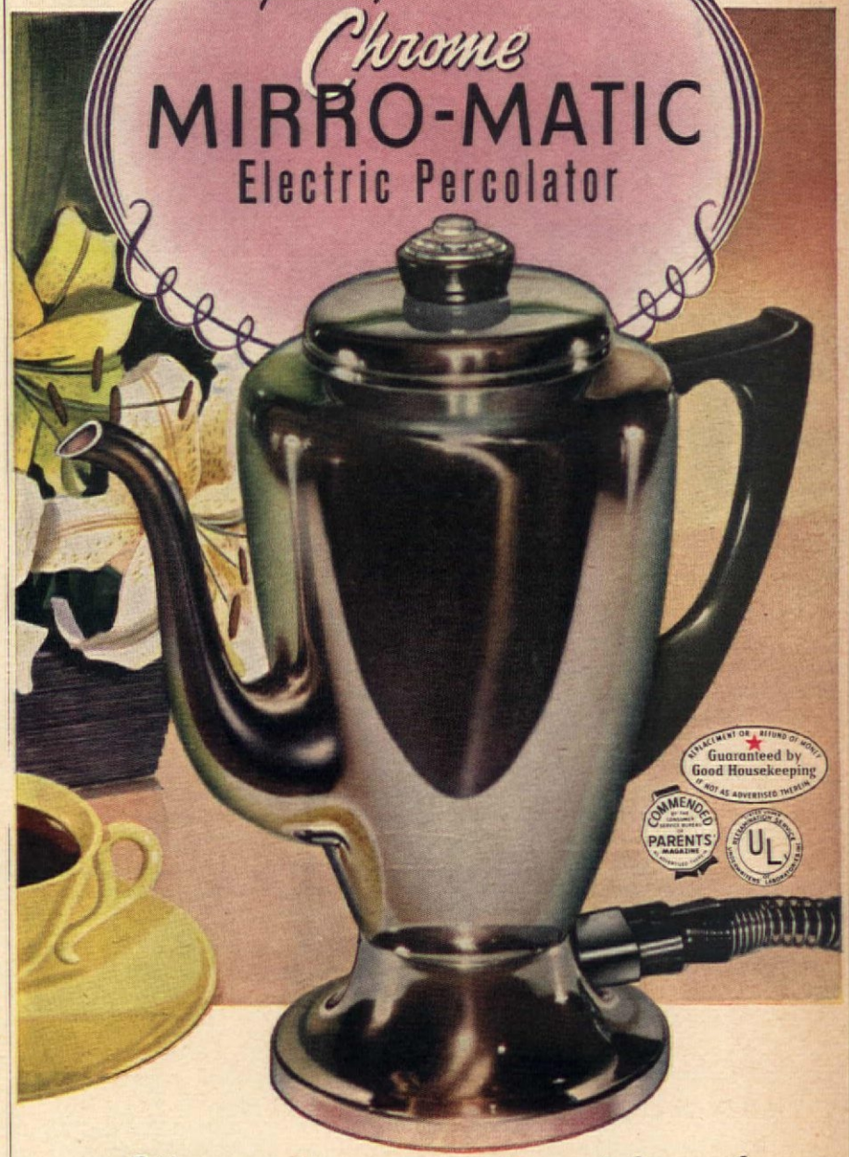
Write for this helpful practical guide to repairs of all kinds. 170 pictures. Send NOW for your free copy.

Smooth-On Mfg. Co., Dept. 77C,
570 Communipaw Ave., Jersey City 4, N.J.

Do it with SMOOTH-ON
THE IRON REPAIR CEMENT OF MANY USES



have you heard the latest?
...about the new
completely automatic
Chrome
MIRRO-MATIC
Electric Percolator





It's coffee-time comment, coast-to-coast...



"I *never* need polish this bright chrome-on-aluminum."
"I'm glad it's completely automatic!"
"It makes the *best* coffee . . . every time!"
"The ideal size . . . makes 4 to 8 cups!"
"How nice that it keeps coffee hot till I pour!"
"That screw-in-glass dome can't fall in or out!"
"The patented plastic ring won't burn fingers!"
"And that *price!* Only $19.95 with cord and Federal Tax included!"

$19.95 [West, 21.95]

Chrome-on-aluminum, for the ultimate in luxury . . . *completely* automatic, for the ultimate in ease . . . that's the story of this beautiful new MIRRO-MATIC coffee maker. The glistening finish *never* needs polishing. And, as for making coffee . . . you simply put in enough coffee and cold water to make 4 to 8 cups and plug it in. Promptly, it perks to the measured instant of perfection, then *automatically* changes to a separate, low heat element that keeps coffee drinking-hot and delicious till you pour.

Think just a moment . . . isn't this the one for you?

Get MIRRO-MATIC at department, hardware, and home furnishing stores, wherever dealers sell the finest aluminum.

your best buy MIRRO
THE FINEST ALUMINUM

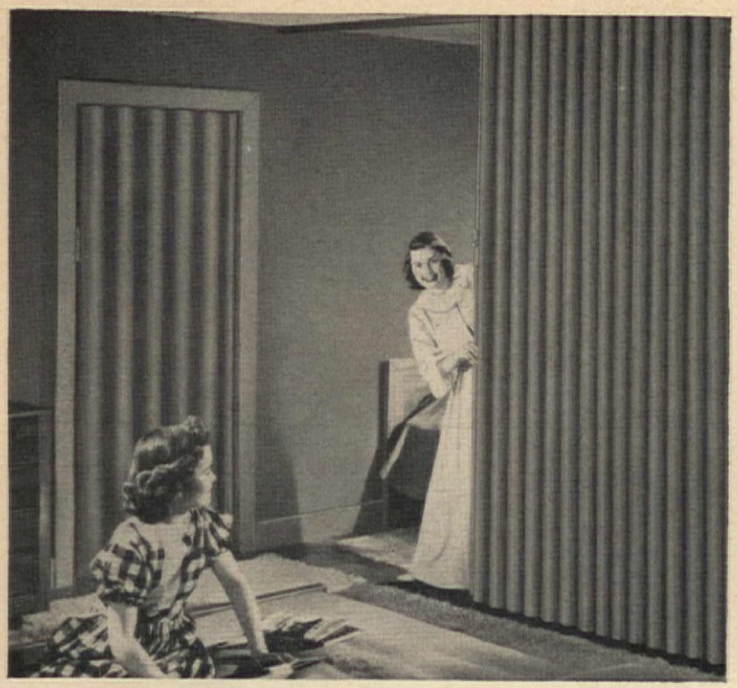


Popular Polished Aluminum
MIRRO-MATIC
Electric Percolator

Offers the same *completely* automatic features as the new Chrome MIRRO-MATIC, for only $12.95 [West 13.95]

8-cup, with cord, Fed. Tax Incl.

ALUMINUM GOODS MANUFACTURING COMPANY • MANITOWOC, WISCONSIN
A pioneer maker of ELECTRIC PERCOLATORS . . . millions made under various brand names



"MODERNFOLD" *Magic* GIVES YOU

TWO BEDROOMS FOR THE PRICE OF ONE DOOR

Family growing?...or growing *up* to the point where you need an extra bedroom? Here's an easy way to have it, *without* adding a room and *without* costly, messy remodeling.

Use "Modernfold" *movable walls*...and quickly divide one bedroom into two. Close the "Modernfold" and each child has a private room of his own. Open the door and get more space during the day.

"Modernfold" Doors are built to take it...and last. Their tough, easy-to-wash Vinyl covering conceals a sturdy, double-strength steel frame. Yet opening and closing are always quick, quiet and easy.

Your "Modernfold" Man can show you how to *make* rooms—and *save* room—in your home...can solve any space problem connected with doors. That's been "Modernfold's" job since 1936. Call your "Modernfold" Man today...under "doors" in your city classified directory. ***Sold and Serviced Nationally.***



"MODERNFOLD" DOORS fold within doorways...out of the way ...to make kitchens larger.



"MODERNFOLD" DOORS make a dining room double as a den, a TV room, or a study.

NEW CASTLE PRODUCTS
NEW CASTLE, INDIANA

In Canada:
Modernfold Doors
1315 Greene Avenue, Montreal



the doors that fold like an accordion®

modernfold DOORS

by NEW CASTLE

COPYRIGHTED NEW CASTLE PRODUCTS 1953

NEW CASTLE PRODUCTS
Box No. 467, New Castle, Indiana

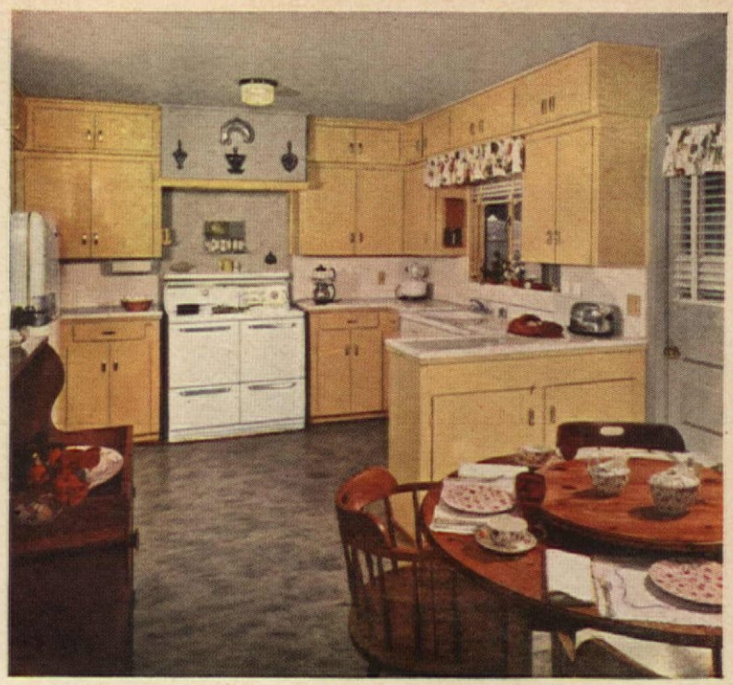
☐ Please send further "Modernfold" details

☐ I am interested in a door for my..... (room)

Name.....

Address.....

City.....*Zone*....*State*.....



Big House for a Small Lot

(Begins on page 51)

There are two excellent dining areas in this house—a formal dining room adjoining the living room, and a good breakfast room in the kitchen. Moreover, the latter is no quick-snack counter—you sit comfortably, in an armchair, at a Lazy-Susan table in surroundings which make good food taste even better. The business end of the kitchen is compact, with an excellent step-saving plan, but when you work here you have the benefit of the spaciousness the breakfast room adds. Notice the island counter right next to the service door—an ideal spot to put down your bundles and to sort out the groceries. That top row of cabinets appears in more and more kitchens—they're fine for things you don't use often.

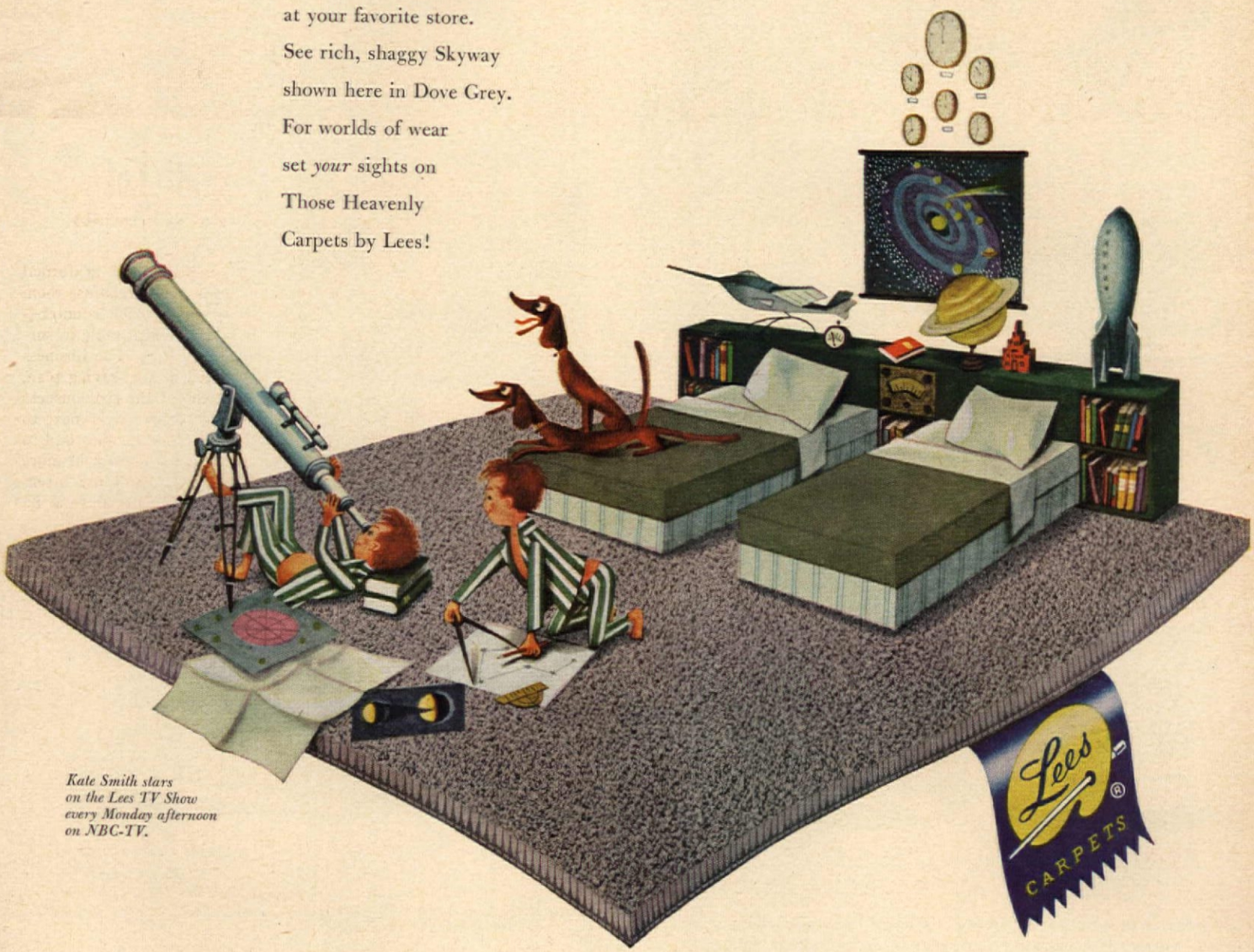
PLEASE TURN TO PAGE 82



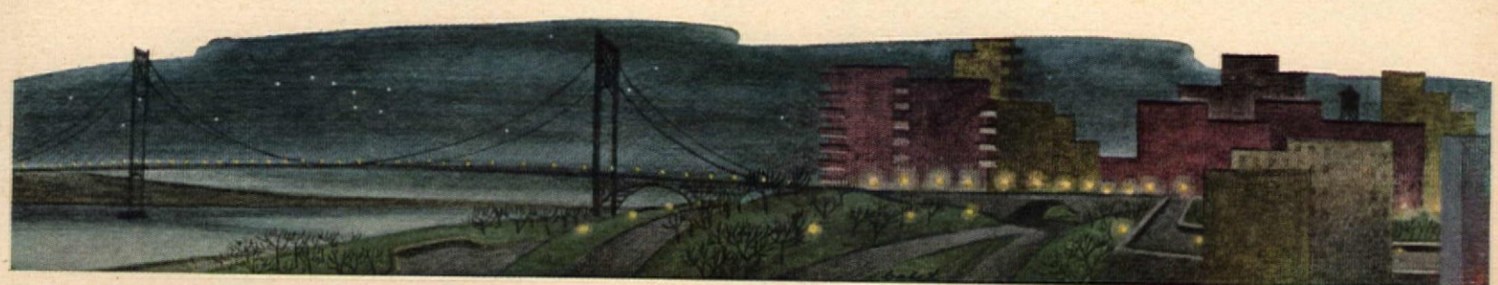
When the room is long enough (and this one, with its 34'4" sweep certainly is), there's a great advantage to having a dining room which is really one end of the living room. You can use it, and furnish it, as a separate room, but you can make it as large, or as small, as the occasion requires

... *those heavenly carpets by* LEES

There'll be stars
in your eyes
when you see the colors,
the heavenly textures,
the glowing patterns and
down-to-earth prices
of the latest Lees Carpets
at your favorite store.
See rich, shaggy Skyway
shown here in Dove Grey.
For worlds of wear
set *your* sights on
Those Heavenly
Carpets by Lees!



Kate Smith stars on the Lees TV Show every Monday afternoon on NBC-TV.



JAMES LEES AND SONS COMPANY, BRIDGEPORT, PA., MAKERS OF LEES CARPETS AND RUGS, COLUMBIA AND MINERVA HAND-KNITTING YARNS

New Color Notes for your Kitchen



Completely New—Completely Automatic

Caloric GAS RANGE

with HANDLES IN 12 GAY DECORATOR COLORS!



"I chose Forest Green handles for my new Caloric Range to set off my red cabinets. And, just imagine, if I ever redecorate I can get a new set of handles to go with my new scheme."



"I'm so proud of my new knotty pine kitchen; and so glad I could tie in my new Caloric Gas Range with it. Those lovely Sunburst Yellow handles were just the touch I needed."

From time-tested traditionals to lively, modern pastels, there's a Caloric Handle color to harmonize with every kitchen color scheme.

Now, Caloric adds the *final touch* to modern kitchen styling. You simply select the handle color you want from Caloric's twelve most wanted colors; your dealer will snap them on, and there is your personal Caloric Gas Range, color-styled for your very own kitchen!

See all of the features of the new Caloric—the Gas Range that sets the world's standard for beauty, quality and automatic performance. Dealers are listed in your classified telephone book under "Ranges." All models available for "Pyrofax" Bottled Gas or other LP-Gases.

Chrome-tone handles furnished as standard equipment; other colors at slight extra cost.

MODERN, STREAMLINED BACKGUARD

There's new beauty, new efficiency in the new backguard design. Clock Control and Timer are elevated out of the heat zone, are easy to reach. Larger vents provide increased circulation and cooler cooking.

See the beautiful, new *color-styled* Caloric—the gas range that lights without matches, cooks while you're out, gives you measured heat with famous TriSet Burners . . . and dozens of other exclusive features.

CALORIC STOVE CORP., TOPTON, PA.

Ultramatic
Caloric
AMERICA'S EASIEST RANGES TO KEEP CLEAN

Big House for a Small Lot

(Begins on page 51)

Off in a wing by themselves, the three really generous bedrooms seem even larger than they are thanks to built-in storage pieces and well located doors which make the most of the wallspace. The master bedroom connects with its private bath, and a second bathroom is only a step from the other two bedrooms. Like the kitchen and the living room, the bedrooms are just off that central, roofed-over, screened-in porch which adds so much to the good living in this house.





Blueprint House Order Form

PLEASE ALLOW 2 WEEKS FOR HANDLING AND MAILING.

PRICE: $5.00 PER SET

No. 19 ☐ (See page 51, this issue)

Name _____

Street Address _____

City _____ *Zone No.* _____ *State* _____

Print name and address in coupon (to be used as label for mailing blueprints). Cut out, check plans desired, and send M. O. or personal check. (Do not send stamps.) If you live in New York City, add 3% for City Sales Tax.

THE AMERICAN HOME, Dept. BP, American Home Bldg., Forest Hills, N. Y.

Newlyweds discover smart sofa with "guest room" tucked inside.



These newlyweds were short on rooms and long on dreams of a beautiful home. They chose Hide-A-Bed,* a beautifully upholstered sofa *and* a comfortable bed. They had ten different styles to choose from, three sizes in each style, and their selection of dozens of decorator fabrics! They found Hide-A-Bed comfortable to sit on, too! Low, and more spacious than any other sofa bed.

The Berkeley Lawson style, pictured above in green floral print, is also available in brick, turquoise and cocoa. Full size $279.50. Apartment size $259.50.



In 30 seconds, the beautiful sofa becomes a comfortable bed for guests. Hide-A-Bed has full-width, full-length Simmons innerspring mattresses, longer and deeper than on any other sofa bed. (A famous Beautyrest mattress, if you choose, at slight extra cost.) No rolling together, either, thanks to special Simmons base construction. Hide-A-Bed is easy to close, too. The bedding folds away "made up" and ready to use again. See your dealer now for Hide-A-Bed, made only by Simmons.

Convenient payment terms can usually be arranged.



Lawson style sectionals, ideal for corner arrangements or for a long wall with a table in-between. Put two sectionals together, and they make a long sofa . . . and comfortable single beds at night! Shown above in persimmon metallic matelassé. Also in brown, sage green, and charcoal. $259.50.



"Town and country" modern—a smart sofa for both city apartments and ranch homes. Biscuit-tufted back, and soft arms of foam rubber. Shown above in metallic-flecked moss green tweed. Also available in turquoise, brown and coral. Full size $369.00. Apartment size $349.00.

Send today for new home decorating booklet, "14 Ways to Make an Extra Room."

Space-saving ideas from leading decorators! New, beautifully illustrated booklet includes floor plans and realistic color illustrations of rooms and fabrics. Also, your own room-planning kit with scaled cutouts and ruled paper. Get yours while they last. Send 25¢ and coupon below.



SIMMONS COMPANY, Dept. F-3
Merchandise Mart Plaza, Chicago 54, Ill.

Gentlemen: Enclosed please find 25¢ for one copy of your booklet, "14 Ways to Make an Extra Room." (Booklet includes room-planning kit.)

Name_____
(PLEASE PRINT)

Street_____

City_____ State_____

Only Simmons makes HIDE-A-BED

Another quality product from the House of Simmons . . . the greatest name in sleep.

*Trade-mark Reg. U. S. Patent Office. Copr. 1953 by Simmons Co., Mdse. Mart, Chicago, Ill.

From Drudgery to Joy
with a
Speed Queen
DRYER

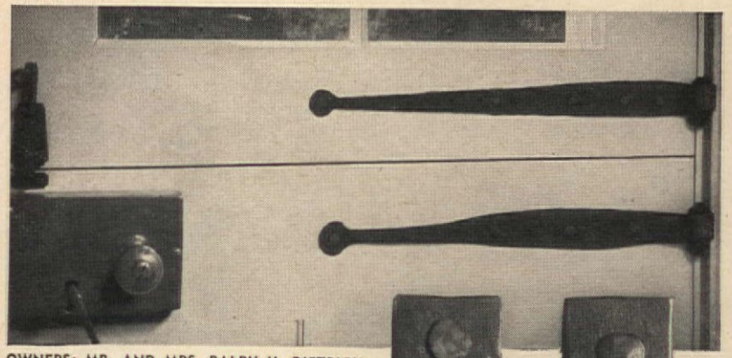
In addition to having many exclusive features, this new Speed Queen Automatic Dryer is equipped with a selective heat regulator to permit the safe drying of sensitive fabrics. Before making your final choice, be sure to see this new, advanced type dryer at your local Speed Queen dealer. Or, write to the factory for free literature.

SPEED QUEEN CORPORATION
Ripon, Wisconsin

SPEED QUEEN

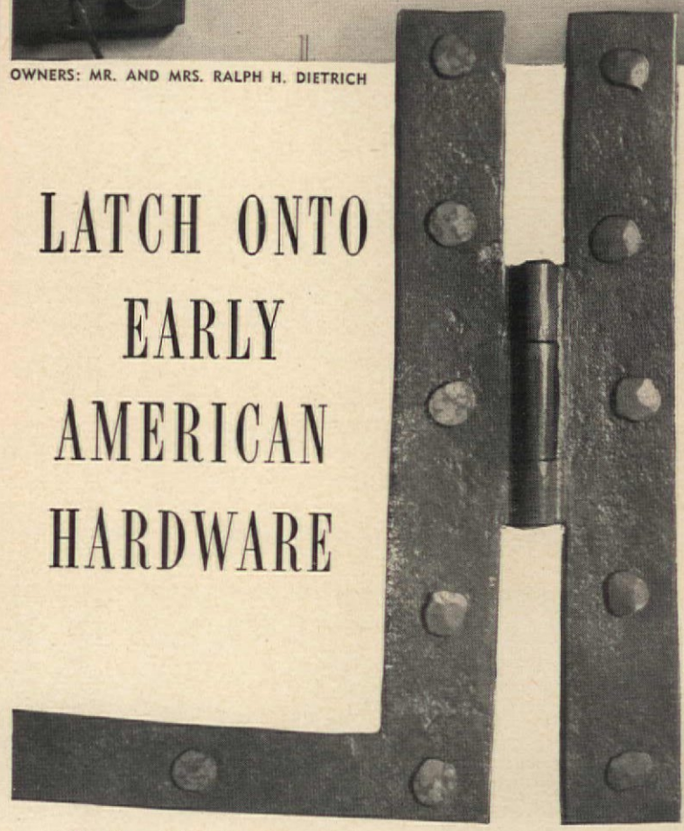
The Royal Family of Home Laundry Equipment

This hardware all came from a new home which has an air of authentic Early Americana because its owner, meticulous about detail, took pains which were well rewarded. She did extensive research, and she found skilled workmen who could make repairs or exact copies. Strap hinges and lock on the Dutch door below are both old, the latter restored by a locksmith who reproduced, on his own lathe, worn and missing parts



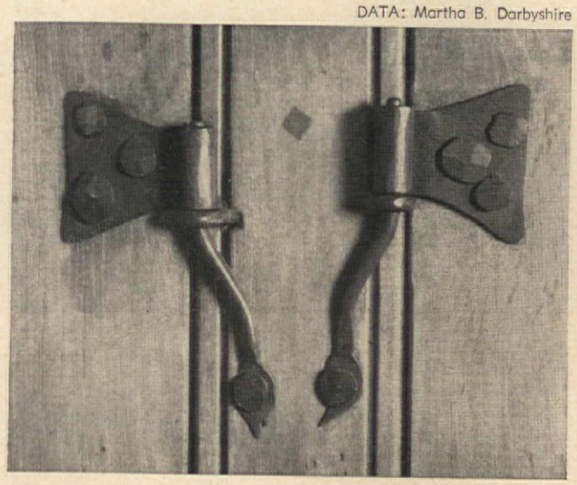
OWNERS: MR. AND MRS. RALPH H. DIETRICH

LATCH ONTO EARLY AMERICAN HARDWARE



Handsome H and L hinges can set a pattern theme for a room. These were antiques, but the nails were missing. A country blacksmith provided new ones, using old nails as his pattern

DATA: Martha B. Darbyshire



Rat-tail hinges, in a variety of forms, were amusing and decorative Early-American favorites. Excellent on doors, they are equally attractive, in small scale, on cupboards and chests

MENGEL Gold Coast Mahogany

for you who love the charm of old-world furniture
. . . yet long for the efficiency of modern



MAHOGANY HAS NEVER LOOKED RICHER . . . nor been thriftier than this!



See how Mengel Gold Coast measures its purposeful way along a wall . . . makes a "write" corner . . . then continues efficiently on. Not a waste inch! Look at the floor space you gain. The wonderful drawer space. And notice how smoothly one surface greets the next . . . this is where Gold Coast shines! Mengel craftsmen have built this furniture with greatest care . . . of a glowing mahogany that will, with just a little care, bring a lifetime of beauty to your home.

Choose Mengel Gold Coast with the bookcase headboard as shown above . . . or with the panel headboard shown at left. There are many individual pieces in the Gold Coast group . . . and many, many ways to group them.

Mengel Furniture groupings are priced from $179 to $499 f.o.b. Louisville

MENGEL

THE MENGEL COMPANY • FURNITURE DIVISION • LOUISVILLE 1, KENTUCKY

FIRTH CARPETS now bring the outdoors indoors



Costume: Bergdorf Goodman Illustrated: #5308 "Chair Caning Homespun"—Nutty Beige, approx. $11.95 per sq. yd.

Above: #5301—Tomato Patch Homespun

#5306—Forest Folklore #5303—Nutmeg #5302—Garden Sprout #5305—Pine Needle



There's an inspiring reflection of outdoor beauty in the textured patterns of Covered Wagon Homespuns, created in the pioneer tradition. Decorate your home with these dramatic colorings taken from garden, field and forest. The Homespun broadloom is a real value.

Send 25¢ for idea-filled new booklet, "Decorate With Confidence," to Firth Carpet Company, 295 Fifth Avenue, Dept. 47, New York 16, N. Y.

Name_____

Address_____

City_____ Zone_____ State_____

Women with a sense of style prefer

FIRTH

broadlooms

Data from Ethel McCall Head



Easy-to-care-for 620 sq. ft. apartment is perfect for retired Robert McGowans, has lovely view of the Pacific. Because they're next-door neighbors, Mrs. McGowan and her son can often chat over a cup of coffee. Bamboo screen rolls down to separate compact kitchen from dining area



In the junior McGowans' house, second bedroom is furnished for two guests, and also serves as a study. Relaxing is easy here with soft gray-green walls and couch covers, light green ceiling, darker floor. The high windows on two sides give the room privacy from the street while a third side, facing the patio, is a wall of windows

2 FAMILIES ON ONE LOT



DESIGNER AND BUILDER: FREDERICK GATES

Even in the happiest of families, there's bound to be a little friction when parents and married children try to live under one roof. The McGowan families found the happy solution: they live on a 33′ x 90′ lot in two dwellings which look like one and add up to 1,690 sq. ft. together. See the plan on page 90 for the ingenious two-dwelling layout. The Robert McGowans live comfortably in their apartment over the garage (bedroom, living-dining area, kitchen, and bath)—while their son Hector and his family enjoy life in the main house with its whopper of a living room, dining area, kitchen, two bedrooms, and bath. All of this, plus a private terrace for each family!

The elder Mrs. McGowan says she'll never live in a two-story house again—housekeeping is so easy in her compact little apartment. And son Hector and his family like having his parents nearby for company—they don't need any watching!

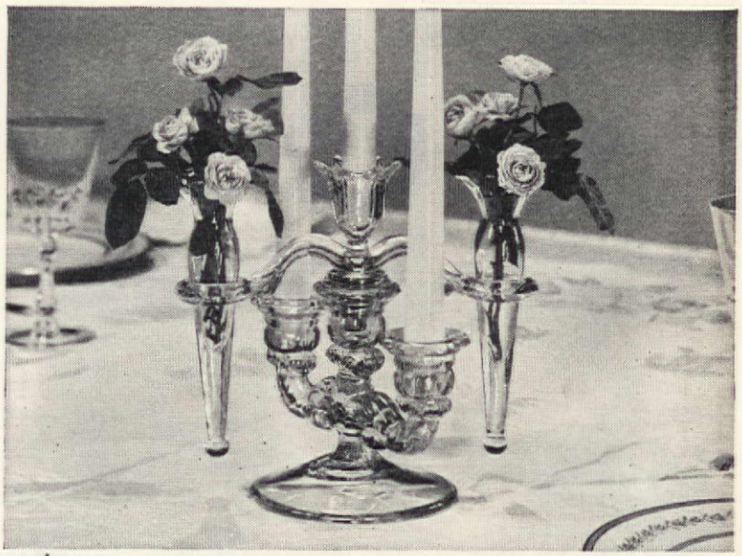
MORE ON PAGE 88



a.

how to set an ah-inspiring table with

Cambridge centerpieces



b.



c.



d.

With gem-like brilliance born of flawless crystal, Cambridge centerpieces enhance the beauty of the most charming setting. These stunning table decorations are offered in multiple candlesticks, candelabra with prisms, epergnes, hurricane lamps and "Cambridge Arms"—the interchangeable candlestick arms that lend themselves to so many unique and clever arrangements. At your favorite glassware department—priced reasonably. The Cambridge Glass Company, Cambridge, Ohio.

a. Hurricane Lamps . . . about $8.00 a pair. b. Exquisite Cambridge Epergne with removable upper arm . . . about $7.00. c. Sparkling Cambridge Candelabrum with prisms . . . about $11.00. d. Candlestick with removable "Cambridge Arm" and peg bowls . . . about $7.50. (Prices slightly higher Denver and West)

Cambridge

GENUINE HAND MADE Cambridge MADE IN U.S.A.

fine American hand-made crystal

CAMEO *Shir-Back*®

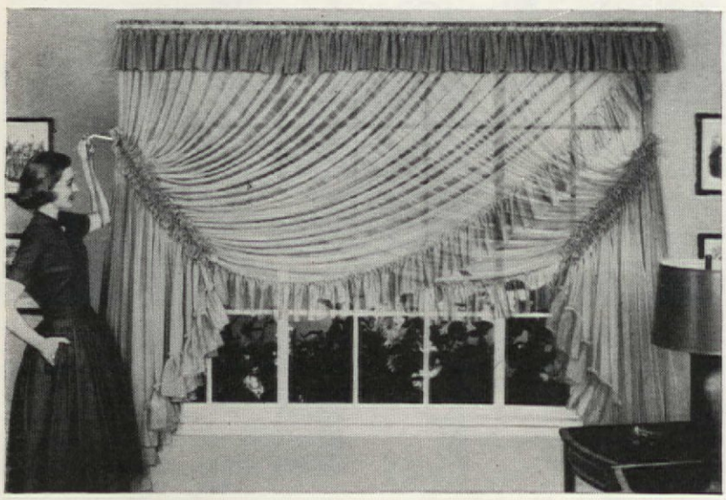
CURTAINS

NOW

IN 207 SIZES

for the first time you can have ready-made curtains in the exact custom sizes you need . . . plus a free decorating service to solve any window problems for you. See the coupon below.





Cameo Shir-Back* Curtains are the most beautiful curtains made . . . and now they come in any size for every window.

And they're so easy to drape. Just pull the sewn-in shirring tape and swoosh! . . . every window is pretty-as-a-picture inside and out.

See these new decorator sizes at better stores everywhere.

In doubt about the sizes you need?

Mail this coupon today!

* Reg. U.S. Pat. Off. Pat. No. 2,301,081

CAMEO CURTAINS, INC.
Decorator Service Division • Box 952, New York 1, N. Y.

Please tell me without obligation which curtain sizes are best for my windows. Which fabrics and colors are advisable. Where may I buy them? The sizes of my windows are:

ROOM					
Window Width					
Preferred Length					

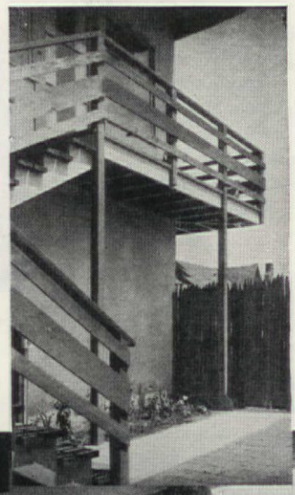
Also send me as an extra FREE gift Cameo's guide to making curtains look better and last longer.



Name .....
(please print)
Address .....
City ..... Zone..... State.....

2 Families on One Lot

(Begins on page 87)



Parents' private patio is at bottom of handsome redwood steps leading up to apartment over garage. Tiny garden is favorite puttering place for senior McGowans. Patio is sheltered at right by the back of son Hector's house; redwood gate in background opens into young McGowan's own garden. House and apartment are close enough for frequent visiting, yet each family has the privacy of separate households

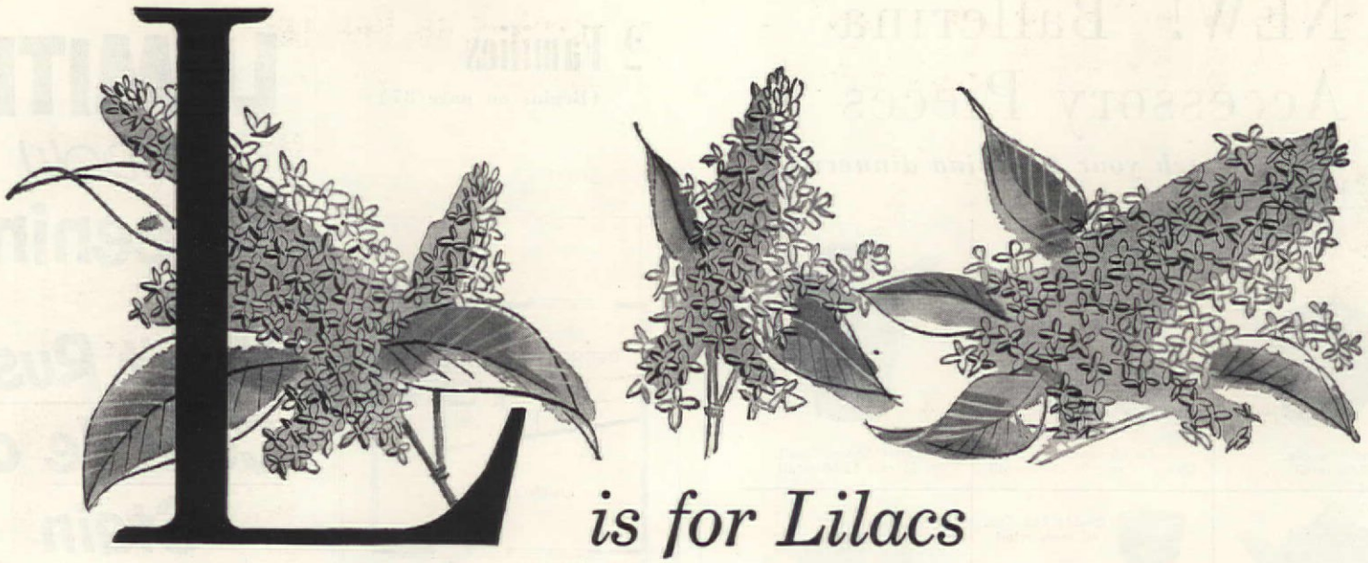


Senior McGowans' living room boasts soft gray walls, natural wood ceiling, comfortable furnishings—a perfect spot for enjoying a fine view of the Pacific, only three blocks away. Mrs. McGowan finds keeping house easy here, especially after her big house full of overstuffed furniture in Canada. She and Mr. McGowan sold all their possessions and came to California with only a few pieces of cherished old silver



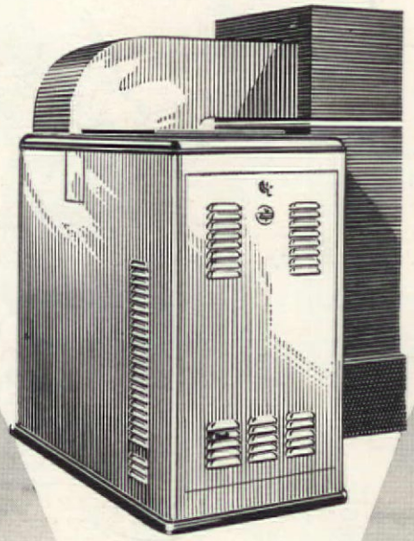
Junior McGowans' living room opens onto their own enclosed patio. U-shaped house plan gives both second bedroom and kitchen patio view. Pale green plank-and-beam ceiling, dark easy-to-clean floor in living room provide pleasant setting for informal stick-reed furniture upholstered in pale yellow and green. Bedroom hall is in background

MORE ON PAGE 90



L *is for Lilacs*

and the joy that they bring, buy Chrysler Airtemp . . . all year it's like Spring!

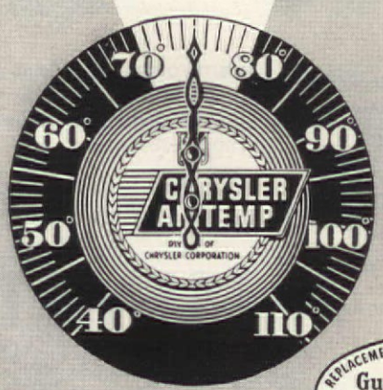


Your home stays cleaner—longer—when you have Chrysler Airtemp Year 'Round Air Conditioning. There's less housework, fewer cleaning bills, and drapes and furnishings stay sparkling fresh. That's because Chrysler Airtemp Year 'Round Air Conditioning constantly filters dirt out of the air in your home!

But that's not all. Life in the Comfort Zone is healthier, more comfortable too. In the heat of summer, or the cold of winter, you live in Springtime climate, personalized to your wishes. During winter, "Moisture-controlled" air prevents dry nasal passages which may be a source of many ailments. In summer, pollen and other nasal irritants are constantly washed from the air.

Why not learn all the benefits of Chrysler Airtemp Air Conditioning and give a child a beautiful Alphabet Book at the same time. Mail the coupon for your free copy of the Chrysler Airtemp Alphabet Book.

Comfort Zone



REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Chrysler Airtemp

HEATING • AIR CONDITIONING
for HOMES, BUSINESS, INDUSTRY

Airtemp Division of Chrysler Corporation, Dayton 1, Ohio

Airtemp Division of Chrysler Corporation AH-3-53
P.O. Box 1037, Dayton 1, Ohio

☐ I want to know more about the Chrysler Airtemp Comfort Zone.
☐ Send me free copy of the Chrysler Airtemp Alphabet Book.

Name_____

Address_____ Phone_____

City_____ Zone____ State_____

NEW! "Ballerina" Accessory Pieces

to match your Ballerina dinnerware





Teapot, 6 cup, $3.00 retail



Coffee Mug, 10 oz., 85 cents retail



French Casserole, Open, 14 oz., 95 cents retail



Coffee Server, Small, 36 oz., $3.00 retail



Coffee Server, Large, 64 oz., $4.50 retail



Double Egg Cup, 60 cents retail

Tumbler & Coaster, 10 oz., Tumbler 55 cents retail Coaster 35 cents retail



Jug, Open, Ice Lip, 54 oz., $3.00 retail

(Prices slightly higher Denver and west.)

Now you can add variety and utility to your Ballerina colored glaze dinnerware with the charming accessory items shown. In Forest Green, Chartreuse, Burgundy, Sierra Rust, Jonquil Yellow and Dove Grey. Also in new decorated patterns — Moss Rose, Pine Cone, Pennsylvania Dutch, Blossom Time. At leading stores.

UNIVERSAL POTTERIES, INC., Cambridge, Ohio



HAWAIIAN LEAVES

Tropical richness spaced in wide, graceful columns. Equally wonderful for home or business backgrounds. White and greys on white mica...green on Tang green...brown and beige on nutmeg...green on cloud grey. The single roll, 3.15

"THE FINEST IN WALLPAPER"

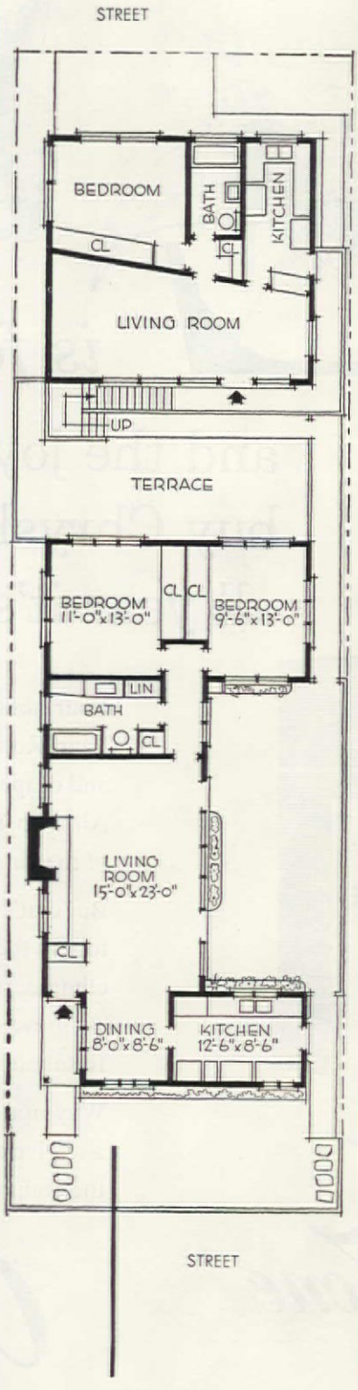
KATZENBACH AND WARREN, INC.

A SUBSIDIARY OF KIMBERLY-CLARK CORPORATION

Head Office, Pine Street, New Canaan, Connecticut

2 Families

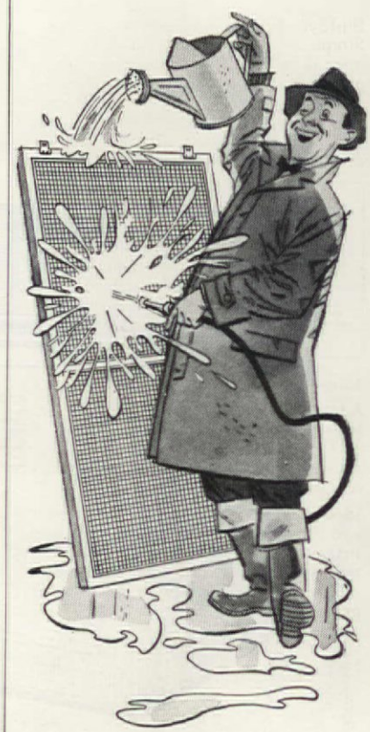
(Begins on page 87)



Long, narrow lot, 33′ x 90′, houses two families. Senior Robert McGowans' garage apartment has 620 sq. ft. of floor space; junior Hector McGowans live in U-shaped house of 1,070 sq. ft. Two-car garage and laundry room are adjacent, with garage access on back street. Sheltered patio separates the two dwellings. U-shaped plan of junior McGowans' house allows for seclusion of enclosed patio, transom windows on street side give added privacy. Three rooms in house have patio view, including window wall of living room, a big-size 15′ x 23′

LUMITE* WINDOW Screening

Won't Rust, Corrode or Stain



Costs **ONLY** 12¢-13¢ per sq. ft.

(Slightly higher west of the Rockies)

WRITE FOR FREE sample and descriptive folder, or visit your hardware or building supply store today.

*Registered Trade-mark

Guaranteed by Good Housekeeping

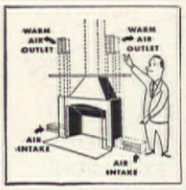
LUMITE* SARAN SCREENING

LUMITE DIVISION | Chicopee Mills, Inc., Dept. A-31 47 Worth Street, N.Y. 13, N.Y.



This **FIREPLACE** warms the whole room...even adjoining rooms!

Build your fireplace around the Heatilator* Fireplace unit and enjoy the cheer of an open fire plus *cozy* warmth in every corner of the room. The Heatilator Fireplace saves heat usually wasted up the chimney. Draws air from floor level, heats it, and circulates it to warm all the room and even adjoining rooms.



Will Not Smoke ... It's a scientifically designed form, complete from floor to flue, around which any style fireplace can be easily built. Assures correct construction, eliminates common causes of smoking.

Adds Little To Cost...The Heatilator unit provides all the vital parts ... saves the cost of a separate damper, firebrick, and masonry otherwise required ... and on most jobs reduces time and labor.

Ideal For Summer Camps ... Architects and builders agree! A Heatilator Fireplace makes camps and summer cottages usable weeks longer in spring and fall, even on cold winter weekends. Ideal for basement game rooms, too.



Proved By 26 Years Use...Look for the name "Heatilator" on the dome and damper handle of the unit you buy. Accept no substitute. At leading building material dealers everywhere!

*Heatilator is the registered trademark of Heatilator, Inc.

HEATILATOR FIREPLACE

HEATILATOR, INC.
413 E. Brighton Ave.,
Syracuse 5, N. Y.

Please send free booklet showing pictures and advantages of the Heatilator Fireplace.



Name .....

Address .....

City ..... Zone .... State .....

Live Within Your Means!

FRANK D. BYRNE

If your outgo was greater than your income during the past few years, you're not alone. But there is a remedy: a good, well planned budget to which you stick. According to former Secretary of Labor Maurice J. Tobin, the average city family spent about $400 more than it earned in 1950. This startling fact was brought out in the Secretary's report on 10,813 families in 91 urban areas, where this $400 deficit was made up principally by withdrawals from savings accounts and by increasing debts.

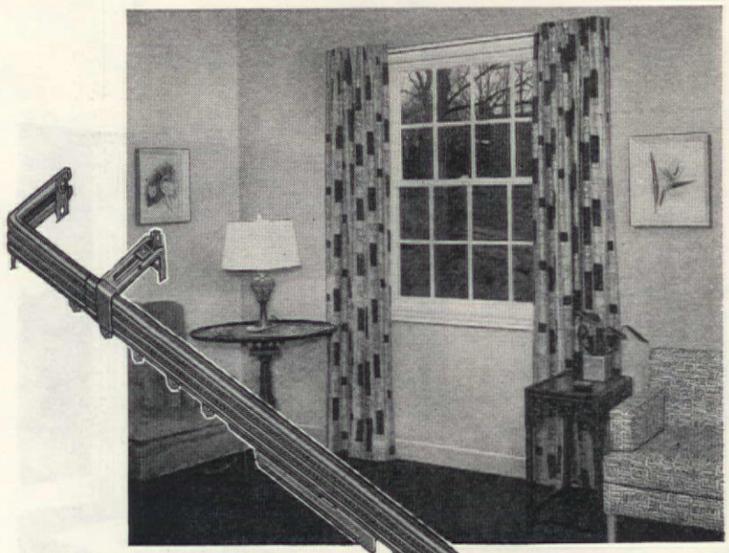
Some time ago, I read an article in which the author, a salesman, stated that his annual income was $10,000, and with a wife and two children, aged 8 and 10, he was unable to save one penny. He lived in a rented house in a medium-sized metropolitan area, paying $90 per month for rent, exclusive of heat and utilities. He had no car, insisted that he lived moderately for a man of his station, wanted to buy his own home, but claimed that under the present high cost of living and exorbitant taxes he could save nothing toward a down payment on either a home or a car. While $10,000 a year is not a tremendous income by present-day living standards, it is far in excess of the $4,700 which the U.S. Dept. of Labor reported the average city family spent for 1950.

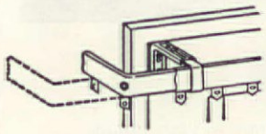
I was so interested in this man's statements that I did considerable research among a large number of my clients and friends, and came to the conclusion that the unfortunate man could not blame his wife, his employer, nor anyone but himself for his lack of savings. My research indicated that the average man earning $8,000 per year ($2,000 less than our case in point), with a wife and two growing children, could and did live comfortably in his own home, purchased an automobile, and saved $1,000 a year, in spite of high living costs and taxes.

Let us take a typical, hypothetical family, the John Hardings—husband, wife, and two growing children. John is now 39 years old, a construction engineer in a moderate-sized construction company. A college graduate at 22, he held various positions and was overseas with the Army until he was 29, at which time he married. One year later, he joined his present firm. During the six years prior to his marriage, he saved $4,000. His wife worked for a year after they married, during which period they added $2,500 to their joint savings account. With $6,500 and one child, they bought a

PLEASE TURN TO PAGE 92

Let Draperies Frame Your Windows ... *not hide them*





Judd No. 6845
Brackets attach to window casing; track extends beyond to widths of 28 to 120 inches.

Original Judd Traverse Track lets draperies extend over wall without marring plaster

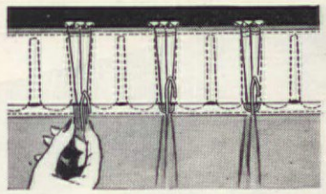
Here's something *new* in window decoration — a traverse track that lets draw draperies "frame" your windows instead of hiding them. The track extends *beyond* the brackets. Your draperies hang *beside* the window, not over it.

With modern picture windows you get the full benefit of light, air and view. Even narrow windows look much wider. Your draperies close easily, too — with just a pull of the cord. Generous center overlap assures complete privacy.

All Judd tracks are made of enduring steel, finished in off-white enamel. Many are exclusive and have nylon moving parts for extra smooth operation. See them today at your drapery store.

Get this new book of smart, easy, modern window treatments. Send 15¢ in coin.









MAKE PLEATED DRAPES EASILY, QUICKLY WITH JUDD PLEATMASTER®

Now any woman can make decorator-quality pinch or box pleated drapes in minutes with Judd Pleatmaster Hooks and Tape. No tricky measuring, no intricate stitching. Just sew tape along top of material, then insert hooks in pre-formed pockets on the tape. As easy as it sounds! Get the original Judd *Pleatmaster* at drapery departments and variety stores everywhere.

U. S. PAT. NO. 2,558,467

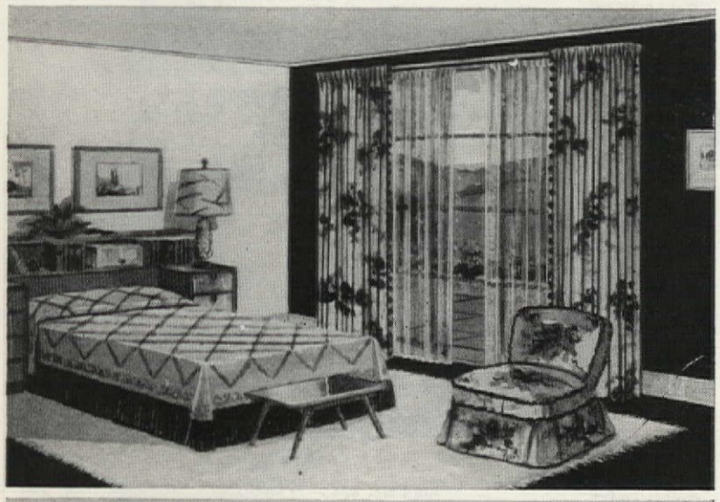
JUDD decorator-styled Drapery Hardware

H. L. JUDD COMPANY • Dept. AH-3 • Wallingford, Conn.

FOR

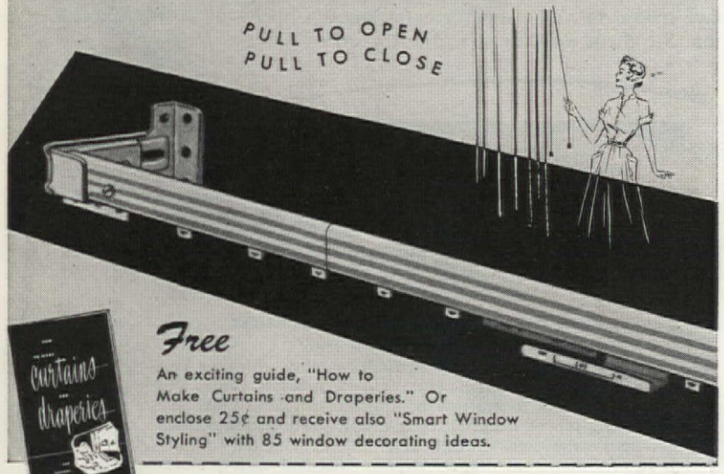
Window Beauty

IN ANY ROOM



Kirsch
DRAPERY HARDWARE

Every room in your home can be dressed-up . . . given new beauty and charm . . . with window draping ideas and hardware by Kirsch —the recognized leader. Make no mistake, drapery hardware is NOT all alike! In traverse rods, for example, you can ensure fine performance and lasting beauty by insisting on Kirsch. You pay no more for the extra smoothness and durability of genuine Kirsch quality! Watch for the new SUPERFINE adjustable Kirsch traverse . . . and be sure to always ask for Kirsch by name!



Free
An exciting guide, "How to Make Curtains and Draperies." Or enclose 25¢ and receive also "Smart Window Styling" with 85 window decorating ideas.

KIRSCH CO., 402 Prospect St., Sturgis, Michigan
In Canada: Woodstock, Ontario
☐ Please send your free guide, "*How to Make Curtains and Draperies.*"
☐ I am enclosing 25¢; please also send "*Smart Window Styling.*"

Name_____
Address_____
City_____ Zone_____ State_____

Within Your Means

(Begins on page 91)

home in the suburbs for $18,500. After a down payment of $5,000, there remained $1,500 in their savings account. John's salary by that time was $8,000 per year.

The Hardings were not worried about bills, taxes, or the high cost of living, even with another child on the way. They decided, after the purchase of their home, that they must set up a definite budget plan to cover all expenses. They felt that, barring unforeseen circumstances, they could save $1,000 a year out of John's salary, at the same time living comfortably and enjoying life. After careful study, they allotted a portion of John's monthly take-home pay for each item on the budget. They were faithful to their budget despite temptations, and after the first year found it easy. Their savings account, with interest, has grown enormously in nine years.

HARDING FAMILY BUDGET

Take-home pay each month	$576.67
Deposit in savings bank	83.00
Food for four	120.00
Monthly house payment (Principal and interest)	98.00
Life, fire, auto insurance	20.00
Light, gas, telephone	16.00
Heat (oil)	13.00
Medical and Surgical group insurance for 4	14.00
Dentist	15.00
Medicines, drugs, etc.	10.00
Property taxes	14.00
Repairs to house	10.00
Auto maintenance	25.00
Laundry and cleaners	12.00
Clothes	25.00
John's monthly allowance (Incl. carfare and lunch)	35.00
Mary's allowance	20.00
Children's spending money	10.00
State income tax	4.00
Recreation (Incl. annual vacation)	27.00
Sundry emergencies	5.00
Total monthly expenses	$576.00

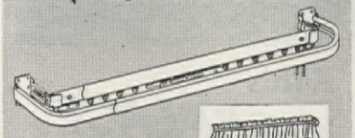
The Hardings agreed that entertainment and any other unexpected expenses should be paid for out of one of the above items.

During my research, I discovered, to my surprise, that in the vast majority of cases, the husband was at fault for failure to save for the proverbial rainy day. Apparently nine out of ten wives like to look and plan ahead, but to do so, they must have the full co-operation of their husbands.

The secret of living within your income and still managing to save for emergencies lies in the preparation of a definite budget, commensurate with your income, as the Harding family did, and still does, after nine years. Then have the courage and the conviction to stick to your budget. It will pay off in happiness and security.

Kirsch FOR EVERY KIND OF

Window Treatment



COMBINATION TRAVERSE ROD WITH VALANCE ROD



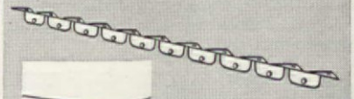
It's easy to have a smart shirred or pleated valance over your draw draperies. Simply ask for a COMBINATION Kirsch traverse rod WITH curtain rod. In this double-purpose unit, the two adjustable rods are combined in ONE fixture. Easy to install!

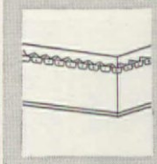




CURVED EXTENSION RODS

Add the drama of arching high style to ordinary curtains or combinations of curtain-and-valance! Kirsch adjustable CURVED rods give curtains the added charm of graceful, flowing lines . . . make beautiful effects easy. Single or double type.

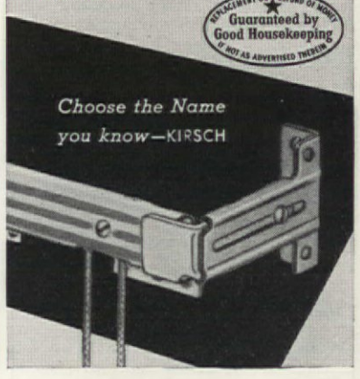




"KIR-FLEX" EYELET RODDING

Excitingly useful as an easy way to hang curtains and draperies on odd-shaped windows, wood cornices . . . inside or outside corners, posts, in arches, etc. Simple to put up with nails or screws. Ask your Kirsch dealer for this handy drapery hardware item.

Guaranteed by Good Housekeeping
REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN





"My beautiful carpet spoiled by ugly tack marks."



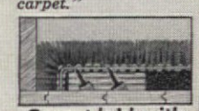
Carpet laid with tacks

No Tack Marks with

Smoothedge®
TACKLESS CARPET INSTALLATION



"I'm completely in love with my beautiful SMOOTHEDGE *installed carpet."*



Carpet laid with Smoothedge

Assures Smooth Flowing Carpet Beauty

Install new carpet or relay your old carpet with SMOOTHEDGE. If you are building a new home ask your architect to show you the factual SMOOTHEDGE installation data sheet and his demonstration display. See the difference with SMOOTHEDGE tackless carpet installation.



This valuable booklet FREE! Send for it.

THE ROBERTS CO., Dept. AH 33
1536 N. Indiana St., Los Angeles 63, California
Please send me my free copy of "How I Got My Money's Worth in Carpet."

*Name*_____

*Address*_____

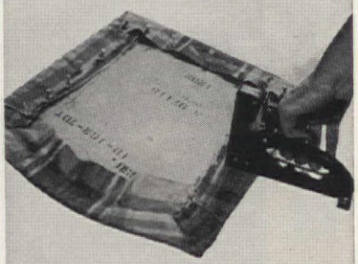
*City*_____ *Zone*____ *State*_____

NOTE: In Canada write Box 129, Weston, Canada

How to COVER A SLIP SEAT



Unscrew and slip seat from chair. Remove old covering and use as pattern for new fabric. Allow an extra inch on all four sides to make it easier to handle. Plaids and florals must be centered with care so design is smooth and straight. Fold corners neatly and clip away excess fabric under folds. Use thumbtacks to hold in place temporarily, then tack between the corners. Keep fabric taut, smooth



Our emancipation tool, the staple gun, makes quick easy work of permanently fastening fabric under seat. Just press handle, and 1-2-3 it's done! Space staple about ½" apart. Remove thumbtacks. Trim fabric to about ¼" in from staples. For neat underside cut a piece of plain muslin to fit bottom of seat. Turn in edges ½" on all four sides, pin to fabric on bottom of seat, ½" in from edge of seat, then staple in place

See "Where Credit Is Due" on page 136



At Last! AN ASTONISHING, SIMPLE NEW WAY TO PICK perfect color, style, design for your home...

SPEEDILY . . . EASILY . . . COMFORTABLY . . . from hundreds of wallpapers all grouped by background colors— all guaranteed to be right when on your walls



UNITED WALLPAPERS — Nancy Warren WALLPAPERS

This new, easy-to-shop display available only at dealers with these superb brands

Now, at your finger tips, is a complete panorama of the newest, freshest decorator styles all in one easy-to-shop decorating center! No heavy books to tire you! No time lost in looking through papers you don't want! No confusion! Complete assurance that you've seen everything that's new, beautiful and appropriate for your home. You will find these helps:

- ★ **All papers grouped by background colors . . . tabbed and indexed . . . just flip to the one you want.**
- ★ **Decorators' check-chart with every pattern . . . fresh fashion slants on where and how to use it.**
- ★ **Every single paper carries a guarantee of satisfaction . . . even after it's on your walls.**

You can't go wrong! Both United Wallpapers and Nancy Warren Wallpapers are guaranteed Washable and Fadeproof. And both have the exclusive Happiness Guarantee: *new wallpapers of like cost free if you are not completely happy with your selection even after it's on your walls!* If your dealer does not yet have this new Decorating Center—due to the big demand—write for name of store nearest you where it is available.

Products of
UNITED WALLPAPER INC.

World's Largest Manufacturer • Merchandise Mart, Chicago 12, Ill.



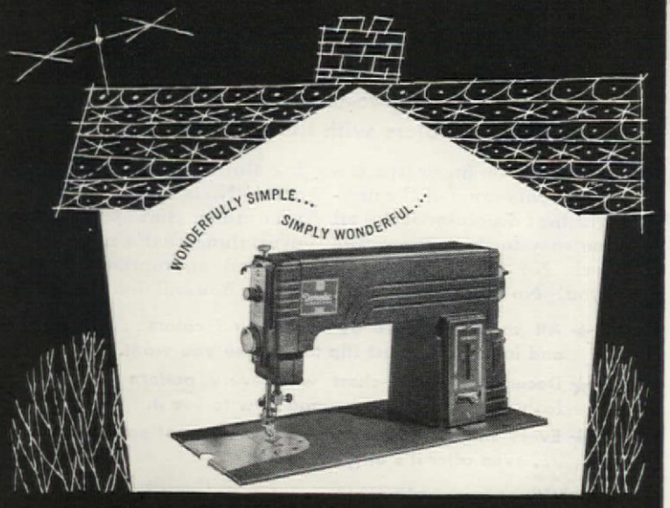
Glass whose beauty seems to sing
...the name is Prelude

Watch Prelude on your table, as it gleams, and glows, and sparkles, when its dainty etching catches the soft lights. You will take great pride in Prelude. Ask your Viking dealer to show you the whole line. It's priced for value.

VIKING HAND MADE

Treasured American Glass
by the Creators of "The Quality-Crowned Crystal"
Viking Glass Company, New Martinsville, West Virginia

Domestic
SEWING MACHINE



In every room in your home, have nicer things for less money . . . sew easily . . . like an expert!

40 portable and furniture models from $69 to $369 in 6200 stores

Domestic
SEWING MACHINE

Made in America Since 1868 by Domestic Sewing Machine Co., Inc. Cleveland 1, Ohio



Built-in Desks

Many built-in desks are mere

four which provide an unusual amount of work



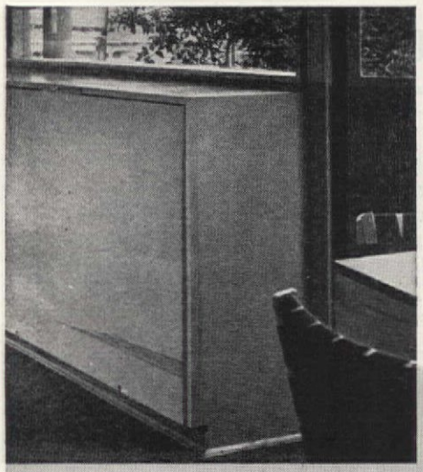
Home of Mr. T. Baer

For a very small cost in floor space, a desk built into a corner can provide an incredibly large amount of work surface. On the left side, this one has drawers. On the right, there's a section which can be trimly closed, or can swing out to reveal a typewriter, and below it, a series of shelves for paper, carbons, current files, and the like

This built-in version of the old secretary-bookcase permits its owners to have an unusually large desk without cluttering the room. See how bottom bookshelves can add to the desk's depth when that depth is needed. Deep cupboards below could hold a typewriter and stationery, plus the usual miscellany found in a den's cupboards. If bookcases flank a center fireplace, one could reach from floor to ceiling, and the other could be treated this way. Notice how reed molding across top and on vertical strips takes away from the "orange crate" look which built-in bookshelves too often present

Home of Dr. and Mrs. John Bunting

Home of Mr. and Mrs. William Wallace Reid, Jr.



There's no limit to what a wall of shallow cupboards can do if it is properly thought out. Here, in a tiny house with a very open plan, the bedroom built-ins, which take the place of chests of drawers, extend right into the dining area. What appears to be just another cupboard on the end, does one of the neatest tricks we've seen: it lifts up to form a very generous drafting board, pitched at just the right angle, and enormously enjoyed by the designer who owns it

Can Really Work

shelves which frown at honest work. But here are surface, need little floor space



Home of Mr. and Mrs. Charles F. Pyke

Here's how an architect provided an excellent desk and ample drawers for clothing in a very small amount of floor space in his son's tiny room. You could really spread yourself out here, for adding the usually wasted top of the "chest" to the desk's business surface makes it as roomy as a corporation vice president's desk. In addition, that chest top can hold a flock of books, and it can be set up for all manner of games



For Heavenly Sleep Comfort ...Only Spring-Air



OFFERS CHOICE OF FIRMNESS (AT NO EXTRA COST) IN 3 PRICE RANGES



25th Anniversary Models

Spring Air® MATTRESSES

Spring-Air 70
The LUXURY MODEL
Guaranteed 15 years. Mattress or Box Spring $69.50*

"REGULAR" or "FIRM" SUPPORT ...TO FIT YOUR BODY

Now enjoy more rest from every sleeping hour—wake up *Fresh as Spring Air!* Select a Spring-Air SILVER ANNIVERSARY mattress that fits your body . . . at a price that fits your purse. You'll get correct body support from head to foot, plus heavenly sleep comfort even though you sleep two-in-a-bed . . . That's because of Spring-Air's exclusive "zoned-comfort" UNIFLEX inner-spring construction in which the 9 different types of coils used are uniformly tempered like the mainspring of a fine timepiece. This assures long lasting resiliency and added years of satisfaction. 1953 models offer beautiful new woven stripe or damask ticking in "decorator" colors; finest quality materials throughout. See your dealer, or write for full-color descriptive folder.

SPRING-AIR COMPANY, 666 Lake Shore Drive, Dept. 302, Chicago 11, Illinois



Spring-Air 50
The STANDARD MODEL
Guaranteed 15 years. Mattress or Box Spring $59.50*



Spring-Air 30
The ECONOMY MODEL
Guaranteed 5 years. Mattress or Box Spring $49.50*

*Prices slightly higher west of Rockies



USED IN OVER A THOUSAND OF AMERICA'S FINE HOTELS... IN NEARLY THREE MILLION HOMES

At your touch— a new experience in music!



The Home Model Hammond Organ is illustrated above. Price on request.

You press the keys of the Hammond Organ and a new adventure begins. The song of skylarks—the brilliance of brasses, the whisper of willows come alive as you play. This is music that relaxes you . . . refreshes you . . . renews you. And it happens each time you play.

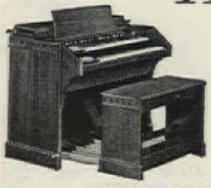


Your family joins the fun when you have a Hammond Organ in your home. For even your youngsters can swiftly capture the beauty of music, the feeling of kinship that comes with playing such an instrument. What's more, on the Hammond Organ, even beginners play surprisingly fine music the first month. And your friends like to visit a home where they may share the fun of music-making, too.

You have room enough in your home for a Hammond Organ. There are models to fit your home, available on payments exactly suited to your needs. Hammond Organ prices begin at $1285 including tone equipment and bench, f.o.b. Chicago (for the Spinet Model, not shown). Ask your dealer for a demonstration. Then you will know why the Hammond Organ gives lasting musical satisfaction to so many.

HAMMOND ORGAN

MUSIC'S MOST GLORIOUS VOICE



CHURCH MODEL— Hammond Organs are used in some 27,000 churches.

Concert Model has 32-note pedal keyboard built to AGO specifications, and an additional Pedal Solo Unit, tunable to preference by the organist.

MAIL COUPON FOR FULL INFORMATION

Hammond Instrument Company
4206 W. Diversey Ave., Chicago 39, Illinois
Without obligation, please send me information on the following Hammond Organ models:

☐ Spinet Model ☐ Church Model
☐ Home Model ☐ Concert Model

Name.....

Street.....

City.....P. O. Zone.....State.....

© 1952, HAMMOND INSTRUMENT COMPANY 3

Dancing School

(Begins on page 24)



teach dancing, Betty found herself with a good-sized class on her hands. Other mothers were enthusiastic about the idea, and they all met one morning to discuss it. The main stumbling block seemed to be persuading the boys to come to "that sissy old dancing class," but one mother solved the problem by suggesting they call the sessions parties instead of classes and that each mother take turns at preparing a "spread" to be served after each session. The idea went over with a bang, and the Dance Parties got under way. Only one little boy was suspicious and wouldn't go to the first class, but he changed his mind when he heard on the school bus the next day that the other kids had marched (grand march) and cowboy danced (square dancing).

As dancing lessons progressed, so did lessons in social conduct. Holidays provided opportunities for special parties, and when one of the girls had a birthday on dancing-school night, her mother gave a dinner party before class. The children took to the new idea with enthusiasm, and it provided parents with an excellent chance to brush up their young fry's table manners. No child wanted to be ridiculed because of the way he held his fork!



Chances to teach etiquette painlessly were unlimited. At each session, Betty Barndollar and her co-teacher, Elva Clark, formed a receiving line, and because they were only meeting Bobby's and Carol's mothers, the children were not at all awed by the formal presentation. They actually liked this new game! Little boys were sent to call for little girls each time, and before departing, Billy was always reminded to hold Sally's coat for her, while Sally was admonished to thank Billy instead of shrugging off with an "Okay, lets' go." At the Dance Parties manners are stressed in such a way that the child becomes interested in them, and takes pride in imitating adults. Children find that it's fun to act grown-up and vie with each other for approval in the eyes of



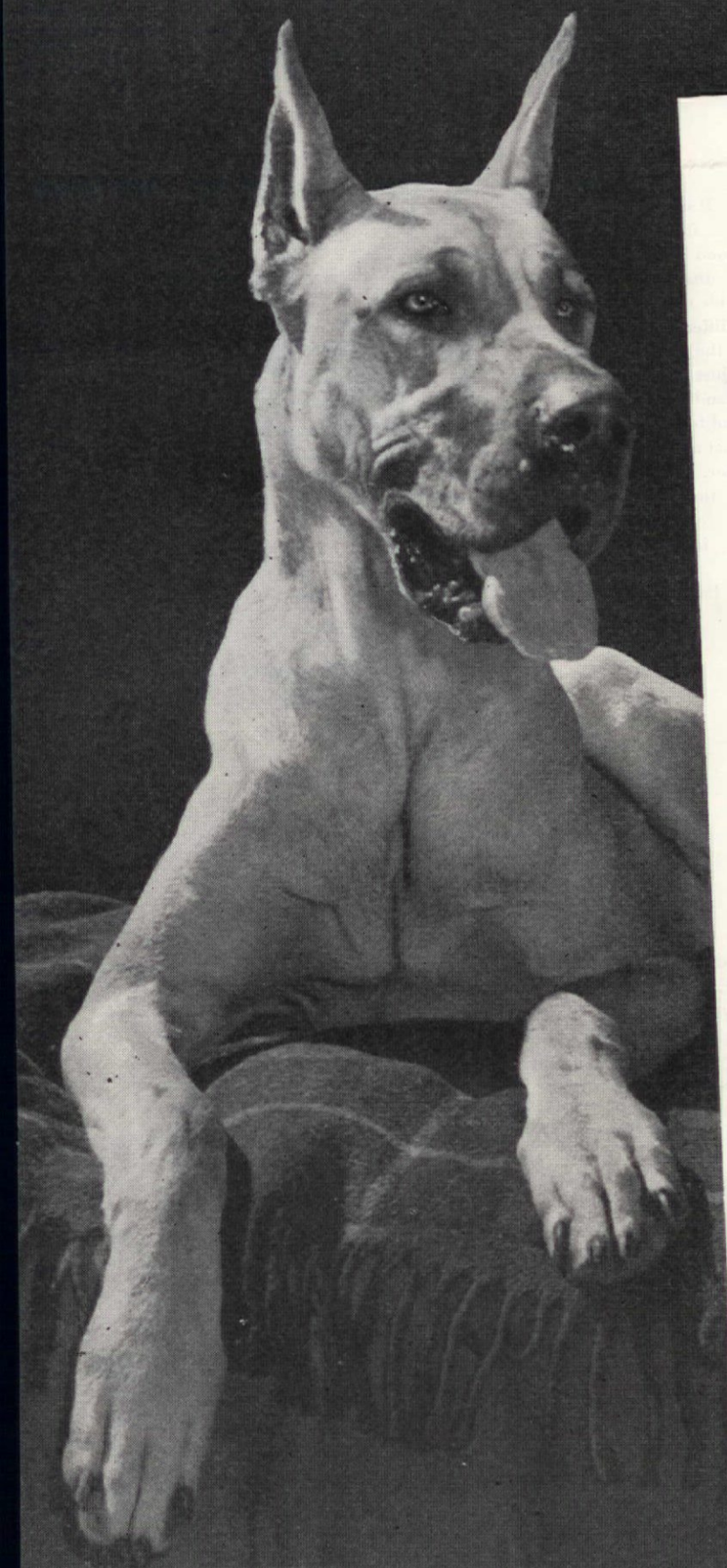
PLEASE TURN TO PAGE 98





A receiving line presents no challenge because it's only Bobby's and Carol's mothers the children are meeting. "Good night and thank you" at the door has become the thing to say, instead of "Okay, let's go home"

A way to help your dog enjoy a LONGER PRIME of LIFE!



NEW HOMOGENIZED* GAINES MEAL

Here is a great new development in dog feeding that richly provides the nourishment needed to help prolong your dog's happiest years . . . those precious years when his gay, high spirits and joyful bounce give you such worlds of pleasure!

Just as the proper choice of the foods *you* eat can do so much to give you extra years in the **Prime of Life** . . . this great new food for your *dog* helps to keep alive, throughout the years, that vigor and pep and love of life which you never want him to lose. With the new HOMOGENIZED Gaines you can help prolong those happy years when his eyes are bright, his nose is keen, when he's all alive from head to tail . . . and such a joy to own!

***Uniform nourishment guaranteed in Homogenized Gaines**

In this revolutionary new meal, all the ingredients in just the right balance are combined by a unique Gaines process into *crunchy little nuggets*. Each and every nugget contains all the food essentials known to be needed to help your dog enjoy a longer **Prime of Life.** Uniform nourishment is *guaranteed*. And because the meal is HOMOGENIZED, your dog can *assimilate* more of his food—and *use* it to nourish every inch of his body with red-blooded health.

Good news about the cost!

Even with the extra advantages offered by the new HOMOGENIZED Gaines Meal, there is no other type of dog food that costs less to feed! At last here is the dog food that you always have wished for... economical, easy to feed, appetizing and *above all*— a food to help you keep your dog in the **Prime of Life** years longer!

A Product of General Foods





How about sending a CARE package to hungry people?

Gaines

America's Largest-Selling Dog Food!



ASTRAL

Like a star in brilliance and simplicity, all Tiffin in superb quality at tiny price. Radiant, and full of grace, Astral is a new triumph in crystal . . . clear, fiery, elegant, with favored low stem.

You'll find glorious patterns in famous Tiffin stemware at better stores everywhere. Write for name of one nearest you.

The Tiffin Glassmasters
TIFFIN, OHIO

Dress your windows in curtains of

HATHAWAY NYLON
MARQUISETTE

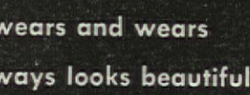
. . . with the high thread count and the famous exclusive Hathaway Finish that mean *extra* durability . . . *extra* beauty!

washes like a breeze
keeps its shape
wears and wears
always looks beautiful
shrinkproof to within 1%!



Two banks of tiers for a corner window

For *extra* value look for this label





FREE!
DECORATING WITH CURTAINS

Send for this free booklet of decorating ideas. Shows how to use standard curtains to achieve beautiful effects.

HATHAWAY MFG. CO.,
Dept. A-3, New Bedford, Mass.

Name_____

Address_____

RAMP FOR THE SCOOTER SET



Here's an idea that makes for both good sense and good looks—a bricked ramp instead of steps along the side of a house with a slight difference in grade between the front and the back. It's just about the best possible landing strip for two, three, and four wheeled space craft that any youngster could ask for. In addition, it's easy on the grown folks who have enough of stair climbing inside the house, and it's also a boon to a wheelbarrow-wielding gardener

Dancing School (Begins on page 24)

the boy or girl they particularly want to dance with.

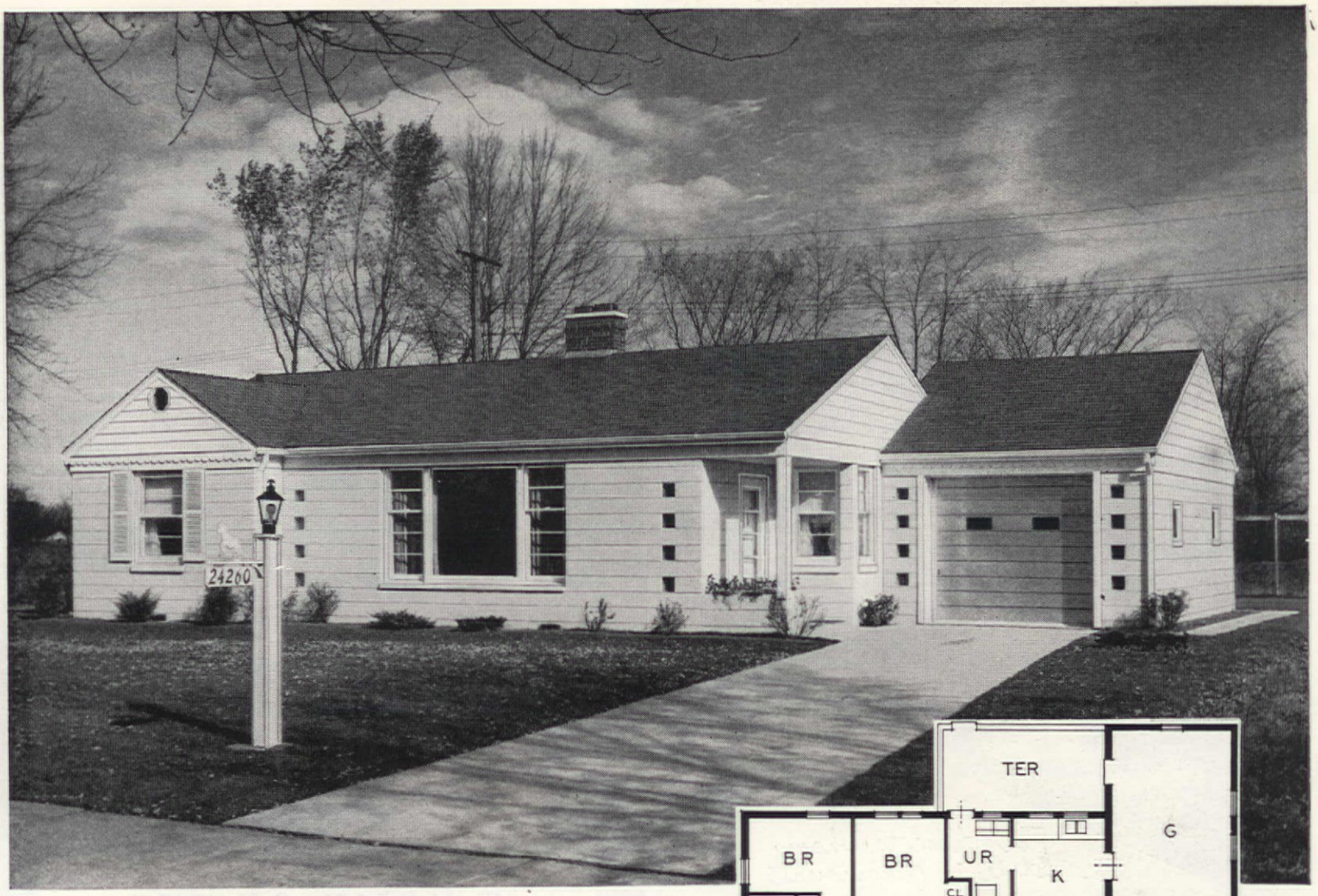
Even the problem of getting the boys to dress up for the parties has been solved, for while the clothes suggested are casual, none of the boys would think of wearing dungarees to dancing school. They even request white shirts like Father wears when he goes out, and one mother was amazed to have her son ask for a new tie for his birthday, so he could wear it to the Dance Parties.

Any community which makes up in a group of enterprising mothers what it lacks in a dancing school, could emulate the Manchester mothers' project. Too many children have been unnecessarily embarrassed at some time because they never received formal training in the socially accepted forms necessary at parties, dances, and formal affairs. Poise, confidence, and grace must be learned, and a child who has been taught these will never feel awkward. Betty Barndollar felt her efforts were more than amply rewarded when the most mischievous boy in the neighborhood said at the close of the classes, "Gee, I'm sorry we're stopping now. Can we come again next fall?"

This is a simple and rewarding plan for any community to adopt. All that's needed is a basement or rumpus room, a mother who can dance well, and an admonition to the guests to park their gum outside.



How's this for a model young lady and gentleman? He even takes her arm going down the stairs and will help her off with her coat when he takes her home. The kids in Manchester will never feel awkward at parties or formal affairs because they've been well taught at the Dance Parties—and love every minute of it



YOU'LL BE PROUD OF YOUR

Concrete House

WHEN you build or buy a concrete house you can be proud of it for life—on many counts.

First, you'll be proud of its enduring charm. Concrete masonry can be laid in many attractive patterns and finished in a pleasing color with durable portland cement paint. This gives you a wide range of decorative possibilities inside and out.

Second, you'll be proud of the comfort of a concrete house. When properly insulated it is warm in winter, cool in summer and snug and dry and easy to keep clean in all seasons.

Third, you'll be proud of the safety and protection afforded by a concrete house. With concrete foundations, walls, subfloors and a firesafe roof, your house will possess outstanding durability and resistance to storms, quakes, decay, termites, vermin and fire. *Concrete can't burn!*

Fourth, you'll be proud of the economy of a concrete house. Compared with other construction, its first cost is moderate. Being exceedingly durable, it requires less maintenance and repair and lasts longer. These factors—moderate first cost, low maintenance expense and long life—mean ***low annual cost.*** Yes, it costs less *per year* to live in a concrete house.

HOW TO GET A CONCRETE HOUSE
...and what will it cost?

Visit or call your local concrete masonry manufacturer for names of architects and builders experienced in concrete house design and construction. Have the architect of your choice show you how to build your house economically with concrete walls, concrete subfloors and a firesafe roof. For more information write for free booklet describing many concrete houses. Distributed only in the United States and Canada.

Architect-Designed Houses Stay Young Longer

PORTLAND CEMENT ASSOCIATION

Dept. A3-5, 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work



You can build a charming concrete house in any architectural style or size on any floor plan



The **HOME**—*Country Modern*

The beauty of the surrounding country has been brought inside every room in this functionally modern "glass home." Built on a slab, two steps above the ground level, this home separates the living and sleeping quarters on different floors—each having a large expanse of glass.

The **ROOM**—*Sculptured Modern*

The newest trend in modern furniture is the introduction of the sculptured look—and the elimination of sharp angles and corners. This room, decorated by Marion Quinlan, features the newest in modern furniture.

The **FLOOR**—*High Style Oak*

To complement the style found in both this fine home and gracious room, Oak Flooring is used. Oak's life-long beauty as well as its durability and adaptability to all styles are but a few of the reasons that give oak its big exclusive—the 4th Dimension.

Oak Flooring's 4th Dimension is the overwhelming preference it enjoys. For instance, 80% of all architects, 96% of all real estate agents, 86% of all contractors and 83% of all prospective homeowners prefer oak.

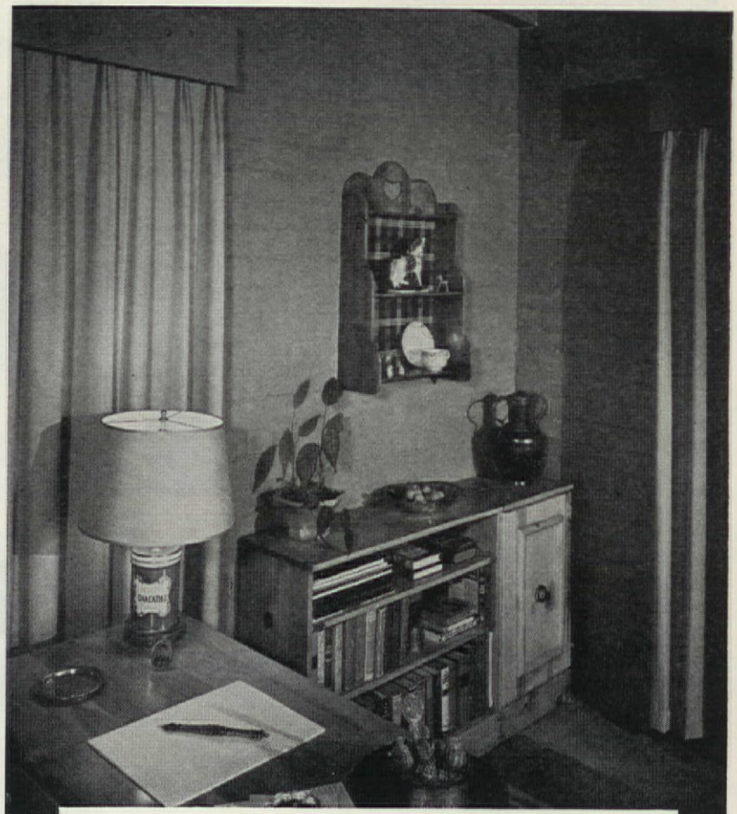


Marion Quinlan, *famous decorator*, says,
"send for PLANNING and DECORATING with FURNITURE."
This new, full-color booklet shows the key to choosing and identifying the different styles of furniture. Now you can correctly choose the different styles that go with Modern—and five of the most popular furniture styles.

send 10c today

for your copy of "Planning and Decorating with Furniture." Address Miss Mary Clarke, Home Service Bureau, National Oak Flooring Manufacturers' Association, Dept. B3, Sterick Bldg., Memphis 3, Tenn.

When furnishings are informal, little refinements count for much: the lamp made from an apothecary jar, the fact that a hanging shelf is lined with plaid of just the right color, the fact that the entry is masked with draw curtains matching those at the window. Bookcase and cabinet group well, but are separate, can be moved to other rooms.



AT HOME ON THE RANGE—OR ANY PLACE

Bill and Frances Pardue built this little charmer of a house out west where the deer and the antelope play—literally, for Bambi often crosses their front lawn. But the gay and practical way they've furnished it with sturdy things which can move out to the terrace or into the living room (and be equally appropriate to either one), the way that they've set it up to make each area do several jobs, isn't a matter of geography. If you want a small home that's young, and gay, and easy to tend, yet every whit as thoughtfully "decorated" as many an imposing big house, there are ideas in plenty to copy here. And they are especially adaptable for summer homes, whether they be near the seashore, in the mountains, or out on the range.

Data: Louise Price Bell



Opposite the fireplace wall of the small living room, a wide window snitches almost a whole wall, and in front of it, next to a roomy divan, there's a sturdy game table. They dine here in front of their view, but the table is also always ready for an impromptu canasta. The chairs pull up to other parts of the living room—and they also pull out to the terrace

MORE ON PAGE 102



MORE USEABLE SPACE IN LESS SPACE! Nova Wall and Furniture Units save space in new home construction—provide additional space in remodeling. They can be used individually or in combinations; they can even take the place of a wall. Included are wardrobes, vanity, linen cabinet, dresser, music units, desk, bookshelves, bath cabinet, storage wall units, etc. The coupon below will bring you illustrated descriptions of all types.



THIS WINDOW IS DIFFERENT! Two panes of double-strength glass, framed in satin finish aluminum, slide *horizontally* on nylon shoes—over a fiberglas track. Each Nova-Vita Horizontal-Sliding Window comes in its wood frame—with aluminum tension screen—ready for immediate installation. These are merely the basic facts! For any room in the house—for a picture window—use the coupon below to learn what these facts can mean to you.

Picture your home—old or new—

WITH THESE convenience features

There are 50 places in your home to build better and save money...

When you select products and materials for your home—whether modernizing your present home or building a new one—these should be your yardsticks... (1) the installed cost; (2) the estimated maintenance costs; (3) the probable total years of service; (4) the increased investment value—for mortgage or resale purposes; (5) the increased beauty of your home... Each product or material on this page was designed and engineered to be measured and appraised by all of these standards. Naturally there are still further facts—and a far wider selection of sizes, types and styles—than can be presented on one page. We urge you to mail the coupon below to secure the detailed, illustrated literature you need for making your decisions.



A WHOLE WALL—IN ONE PIECE! Homasote Insulating-Building Board in Big Sheets—up to 8′ x 14′—is *permanently weatherproof, permanently crackproof.* Time-tested for 36 years and in every climate—for exterior finish, for wall, roof or under-floor sheathing—for interior finish with either paper or paint.



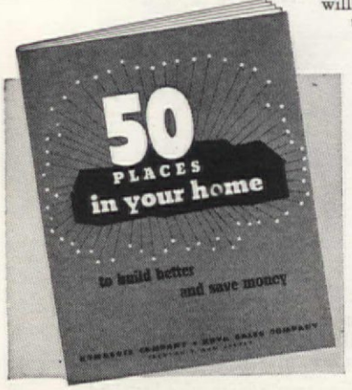
DOORS THAT MOVE EASILY, SILENTLY—SAVING FLOOR SPACE! Nova Roller Doors for closets and passageways are built for year 'round, all-season, every-climate use. Two or more doors cover any opening up to full wall length. One man makes the average installation in less than 30 minutes. The coupon below will bring you the details.



WHEREVER YOU WANT TO KEEP WATER EITHER IN OR OUT! From foundation to chimney top—for fish pond or reservoir—*for every type of masonry surface,* indoors or out—there are time-tested Novaproofing products and methods which enable you to solve your problems. This statement applies to new houses and to old houses alike. The coupon will bring you the detailed facts.



SHEATHE AND SHINGLE WITH BEAUTY—IN ONE OPERATION! Noted architects—serving their wealthiest clients—strive for wide exposures and deep shadow lines. Nova Insulated Sidewalls and Roofs give you these important features, together with major savings in materials, time and labor costs. Here are top-grade cedar shingles or shakes, so installed that they cannot curl or split or get rust-stained. The coupon will help you learn why.



Mail this coupon today for detailed, factual, fully illustrated literature!

HOMASOTE COMPANY, Trenton 3, N. J., Department 45C

☐ Send me your "50 Places" book, describing all Homasote and Nova products. I enclose 25¢ to cover handling costs.
☐ I enclose 10¢ for which please send the folders checked at the right.

Name.....

Address.....

City & Zone.....State.....

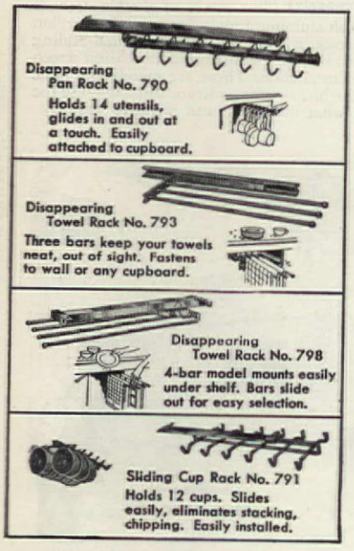
My lumber dealer is.....

☐ Nova-Vita Windows
☐ Nova Precision-Built Wall Units
☐ Homasote Insulating-Building Board
☐ Novaproofing—for all masonry surfaces
☐ Nova Roller Doors and Closet Fronts
☐ Nova Insulated Sidewalls and Roofs

HOMASOTE COMPANY • NOVA SALES COMPANY • TRENTON 3, N. J.



got a kitchen?
get
K-VENIENCES

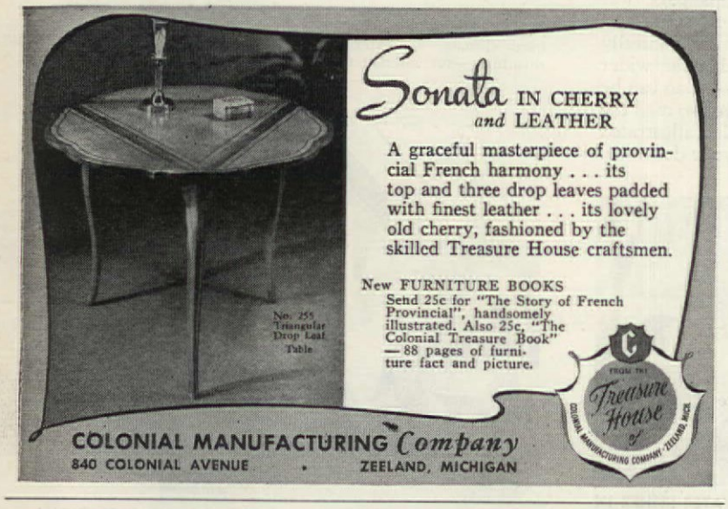


And you'll know how much easier your work can be! K-Veniences keep utensils at your fingertips, hold everything from cups to colanders. They're a beautiful kitchen addition, too, all in sparkling chrome. Ask for K-Veniences at your favorite hardware or department store.

for you! *A colorful brochure full of money-saving ideas on enlarging your closet space and modernizing kitchen storage. Written by Helen Aves, noted feature writer. Send 10¢ today.*

KNAPE & VOGT MANUFACTURING CO.

Dept. A33, Grand Rapids, Michigan
Canadian Representatives
383 Talbot St., London, Ontario
1101 Sun Building, Vancouver, B. C.



Sonata IN CHERRY *and* LEATHER

A graceful masterpiece of provincial French harmony . . . its top and three drop leaves padded with finest leather . . . its lovely old cherry, fashioned by the skilled Treasure House craftsmen.

New FURNITURE BOOKS
Send 25c for "The Story of French Provincial", handsomely illustrated. Also 25c, "The Colonial Treasure Book" — 88 pages of furniture fact and picture.

Treasure House of Colonial Manufacturing Company · Zeeland, Mich.

COLONIAL MANUFACTURING *Company*
840 COLONIAL AVENUE • ZEELAND, MICHIGAN



THE FINE ENGLISH DINNERWARE
Spode
ROSEBUD CHINTZ

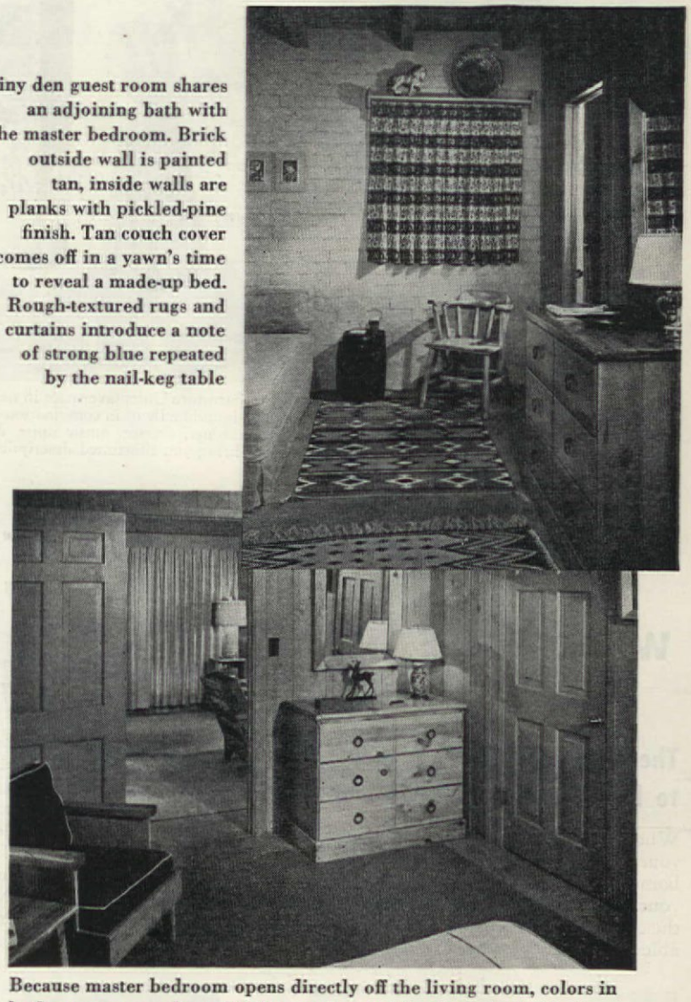
If you do not find the Spode you have been waiting for in your local stores, write us for sources for immediate delivery. If you have not chosen your pattern, write for our helpful Booklet 16.

Wholesale Distributors
COPELAND & THOMPSON, INC.
206 FIFTH AVENUE, NEW YORK 10, N.Y.

ROSEBUD CHINTZ
Individual Place Setting $9.06

At Home on the Range

(Begins on page 100)



Tiny den guest room shares an adjoining bath with the master bedroom. Brick outside wall is painted tan, inside walls are planks with pickled-pine finish. Tan couch cover comes off in a yawn's time to reveal a made-up bed. Rough-textured rugs and curtains introduce a note of strong blue repeated by the nail-keg table

Because master bedroom opens directly off the living room, colors in both rooms were planned to harmonize, and furniture is similar in design. Living-room walls and draperies are green—so is the bedroom rug. Bedroom curtains are yellow, the bedspread is tan, and the chairs, covered in dark brown, can also be used in the living room



Kitchen's corner windows were planned to catch the morning sun, so what better place could there be for breakfast, or for a mid-morning snooze for lofty Lolita, the feline member of the family? Walls are natural brick, wire brushed

Make Yours the Whitest Home on the Street



BEAUTIFUL GLEAMING white adds to the stateliness of this lovely Virginia home. The feeling of height has been minimized by the use of trim colors of cool Green on shutters, window boxes and door.



PITTSBURGH SUN-PROOF House Paint

Fuel gases and industrial fumes will not discolor it

HOME OWNERS everywhere consider Pittsburgh Sun-Proof the best house paint they can buy. This esteem has been earned by its 60-year record of unsurpassed performance.

- **Sun-Proof** provides unusually long-lasting protection against the inroads of time, weather and fume-laden atmosphere. It is the *only* house paint enriched with special *"Vitolized Oils"* which keep paint film *live*, tough and elastic.
- **Sun-Proof** *looks white longer*, even in industrial areas, because it is made with *fume-resistant* pigments. Fuel gases or sulphurous vapors will not discolor it. It is self-cleaning, too—dust and dirt are washed off with each rain, keeping the paint surface fresh and clean.
- **Next time you paint** the outside of your home—use Sun-Proof. You'll find it the *best-looking* and the *most economical* protection in the long run.



CAMEO BLUE—LOVELY COLOR FOR A CHARMING ROOM—This enchanting color of Wallhide *rubberized* Satin Finish gives this gracious living-dining room an atmosphere of serene dignity with friendly hospitality.
(Room decorations by Elizabeth Whitney, member A.I.D., Chicago. Furniture by Consider H. Willett, Inc.)

Paint Right with Color Dynamics®
Paint Best with Pittsburgh Paints!

- Pittsburgh has just issued a completely new book which explains how you can use COLOR DYNAMICS in your home. Included are scores of practical suggestions, illustrated in full color. These show you how this modern painting system *puts color to work* to give benefits far beyond the protection and beauty good paint provides.
- Ask your Pittsburgh dealer for a *free* copy or send coupon below.



MAIL COUPON FOR FREE COPY OF BOOK

Pittsburgh Plate Glass Co.,
Paint Division, Dept. AH-33
Pittsburgh 22, Pa.

Please send me a FREE copy of your new booklet, **"Color Dynamics for the Home."**

Name_____

Street_____

City_____ County_____ State_____

PITTSBURGH PAINTS

PAINT • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY



CHERRYWICK

MELLOW
SOLID
CHERRY
by **KLING**

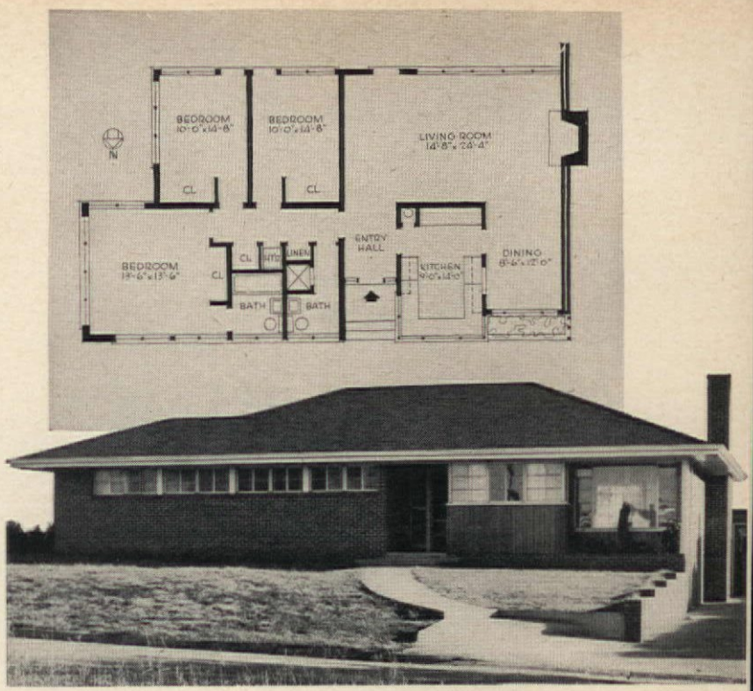
Reminiscent of the gracious living of early America is this CHERRYWICK suite by Kling. Graceful, authentic colonial design, which harmonizes with either traditional or contemporary accessories...the mellow warmth of SOLID native cherry, hand rubbed to a lustrous glow... fine hand craftsmanship, which devotes the same care to the hidden detail that it does to the more conspicuous features of construction...all these are yours in CHERRYWICK. In addition to the furniture shown here, there are ten other lovely pieces in this group. Ask for CHERRYWICK by name at leading stores.

"Send 25¢ in coin (no stamps, please) for our big, full color booklet "Your Bedroom and You." Contains a wealth of information on care of furniture and bedroom decoration and arrangement. Address Dept. AH3, Kling Factories, Mayville, N. Y.

KLING
BEDROOM FURNITURE



KLING MEANS SOLID CHERRY • MAPLE • MAHOGANY



Made to Measure

"We considered every phase of the way we like to live and each activity of every family member, then we said: O.K., the inside of the house is to be like this—the outside will take care of itself." It was a wise decision that Dick Brand made, because, both inside and outside, their home in Oklahoma City works very well for Dick, for his wife Jackie, and for their young son and daughter.

In addition to an intelligent approach, the Brands had other decided advantages, for Dick is in the construction business, likes to draw up plans (and knows what he's about when he does so), and has a great interest in interior decoration. Not only is the house his own design, but also much of the furniture, for the large basic pieces which fit so well into the pattern of this home were planned by Dick who supervised their construction in his own shop.

But families less well endowed for the business of home building could surely borrow a leaf from the Brand book. For one thing, this structure of brick and fir siding is adapted very well to the Oklahoma climate, or to any climate where the summer sun is powerful. It's a solar house, with overhanging eaves, and the

PLEASE TURN TO PAGE 106



Materials are practical, colors are gay, and each piece of furniture was planned as well as the house itself for the exact job it was intended to do. Here you're looking from the living room's fireplace wall toward the bedroom wing. The dining room is off to the left, and a wall of windows and a door to the terrace are at the right



They wake up daily to nature's new show

Through these big windows, the people who live here enjoy a new show each season, staged by nature. Today, sunlight on crisp, clean snow. Flowers in spring. The dancing patterns of sun and shade in summer. Then the glorious colors of autumn. The windows add so much zest to living.

They add comfort, too, because they are *Thermopane** insulating glass. It keeps the room warmer, less drafty. And these windows don't need storm sash because *Thermopane* makes them self-insulating. With *Thermopane* you never face the job of fitting, hanging, washing and storing storm sash.

Thermopane saves fuel and cuts down steaming and frost on glass in cold weather. In summer, its insulation helps keep rooms cooler. It's wonderful to have it in every window of the house. Whether you plan to build or remodel, you'll find helpful information in our booklet "Self-insulating Windows of *Thermopane*". Write to Libbey • Owens • Ford Glass Company, 433 Nicholas Building, Toledo 3, Ohio.



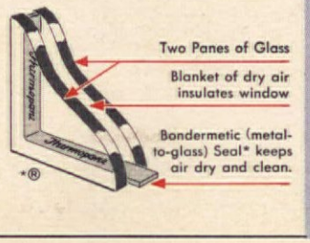
Every window in this Cincinnati home has *Thermopane* insulating glass. It is used in ventilating sash, picture windows and window walls.

Look for the name THERMOPANE on the seal between the panes

Thermopane
INSULATING GLASS

LOF GLASS PLASKON FIBER-GLASS

FOR BETTER VISION SPECIFY THERMOPANE, MADE WITH POLISHED PLATE GLASS



Thermopane makes windows self-insulating. It is installed in the windows when the house is built. It is ideal for picture windows, window walls and windows that open and close.

New patterns that dramatize
your flair for the modern
your love of the traditional

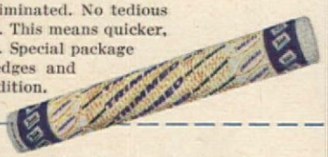


Give your home the newest look . . . the look of fashion . . . that only wallpaper can provide! It's easier than ever now that Imperial *Washable* Wallpapers are precision-trimmed. Among these new Imperial papers there are many patterns keyed to the fresh simplicity of modern rooms, as well as designs to accent the charm of traditional decoration. And prices start at less than one dollar a roll! Remember, Imperial is Color-Locked, guaranteed for three years to clean according to instructions and not to fade, or it will be replaced without charge.



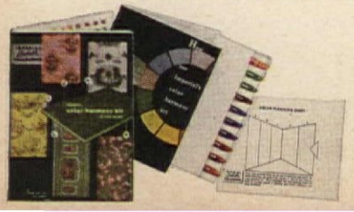
IMPERIAL IS NOW PRECISION-TRIMMED FOR EASY HANGING AND PACKAGED FOR PROTECTION

Selvage is removed at the factory with electronic precision. Accurate edges—perfectly joined seams—are assured. The fussiest part of hanging wallpaper is eliminated. No tedious cutting, no messy trimmings in the home. This means quicker, easier hanging, and a better finished job. Special package completely protects precision-trimmed edges and delivers every roll to you in perfect condition.



FASHIONS BY MOLLIE PARNIS

Your "COLOR HARMONY KIT" *by Jean McLain contains planning sheets and crayons in 10 basic colors to help sketch your own schemes. Yours for only 25¢.*



IMPERIAL PAPER AND COLOR CORPORATION
Dept. 5301, Glens Falls, N. Y.

I am enclosing 25¢ for copy of "Color Harmony Kit."

*Name*_____

*Address*_____

*City*_____ *Zone*____ *State*_____

Made to Measure

(Begins on page 104)

living room and each of the three bedrooms have south-facing win dows which assure them of light but only as much sun as is com fortable. Then the west wall, which gets the worst of the sun, windowless. It's solid brick, and actually two walls, with a 4" dead air space between, and by actual test, the inside wall is 12° cooler in summer than the outside wall.

The plan has youngsters very much in mind, for you'll notic that each child's bedroom has its own door to the garden, so entrie and exits can be made without disturbing the living area. Another thing, the wall between the bedroom wing and the rest of th house is soundproofed, which means that parents' guests needn talk in whispers. The parents aren't forgotten either, for their ow large bedroom is off by itself, has a private bath, and window on three sides.



Small dining room is adequate, since it's an L off the living room, profiting by the spaciousness of that room. Only table and chairs are needed, since a storage piece in the living room can hold china, linen, and glass, and since the well planned kitchen is only a step away. Brick wall is a continuation of living room's fireplace wall



Kitchen details are as good as its all-over plan. Because it's compact cabinet doors slide instead of swinging out, and for seldom-used thi there's a top row of cabinets, painted to contrast with the ones below to look like a soffit. Equipment is arranged in a U, but there's a big counter along the other wall, near the door to the dining room



A symbolesque exposure of Miss Sheilah Graham and Gulistan's exclusive new carpet weave—CLOISONNÉ.

Fashionable America prefers Gulistan carpets

Typewriter, television, quick quote, next decision . . . gallop out, tennis, action, fade out, next attraction . . . on-the-air, eloquent, time's up, next event . . .

SHEILAH GRAHAM, famous Hollywood columnist, ticks off her working and playing seconds in a whirl. But, she prefers Cloisonné* carpet by Gulistan to reflect her love of the calm classic and traditional beauty in home furnishings. Before you buy carpet, visit your Gulistan dealer. He has a carpet style that will reflect *your own* personality and grace . . . in any price range you desire.

GULISTAN *Carpets*

REG. U. S. PAT. OFF.

*Patent Pending

the most beautiful / fashions underfoot

WOVEN ON POWER LOOMS IN THE U. S. A. BY A. & M. KARAGHEUSIAN, 295 FIFTH AVENUE, NEW YORK CITY

A roof of these colorful Johns-Manville asbestos shingles adds beauty and character to your home



You'll be surprised how inexpensively you can have a Johns-Manville American Colonial Asbestos Roof which is permanent as stone.

American Colonials give almost every homeowner the opportunity to enjoy the beauty, safety, and lasting economy of a roof of rigid *asbestos* shingles. They have the charm of weathered wood. They're fireproof and rotproof. See the wide range of colors at your Johns-Manville Dealer.



FREE

Send for free booklet giving full information about American Colonial Asbestos Shingles. Mail this coupon to Johns-Manville, Dept. AH-3, Box 60, New York 16, N. Y.

Name _____

Address _____

City _____ *State* _____

JOHNS-MANVILLE JM PRODUCTS **Johns-Manville**

Take one fine old dry sink, and place it below a sunken wall cabin of polished pine, beautifully paneled, and you have an impressive and very useful combination. As you can see at your right, those do conceal the wherewithal to refresh here-and-now guests, and they al harbor the family's collection of old pewter when it's not on displa But when the doors are closed, who would guess their real function



Home of Mr. & Mrs. Ralph H. Dietrich

Out of Sight— Not Out of Mind

While bedroom closets have become smaller, bec especially those in double-purpose rooms—have bec more and more tailored. What to do with pillows quilts which throw trim covers out of kilter is oft major problem, cleverly solved at your right. Book headboard opens at the side to welcome "bulkies" small cost in floor space. Another smart trick is cornice which lifts to provide excellent reading l

Home of Mr. & Mrs. Harold Adamson





Behind the doors are four good shelves, wide and deep, plus a fold-away work surface, rigged on a piano hinge. Notice how much wallpaper lining adds to the appearance. The dry sink affords plenty of room for such sundries as glasses and coasters





Designer: E. Charles Werner



Not enough work surface in your kitchen? Then try this idea borrowed from the old slant-top desk. When you need it, a wide panel lowers on sturdy chains to provide a generous counter. A shallow shelf in back is just the right depth for spices and other easily misplaced items, while the space below it accommodates your mixer, canisters, and cookbooks. What's more, it's just the right height to move a stool under for sit-down jobs, and of course it makes an excellent snack bar

BRUCE HARDWOOD FLOORS



NATURALLY BEAUTIFUL

...and yours for a lifetime

In floor beauty, you'll find there just isn't any substitute for the artistry of nature.

These photographs can only suggest to you the warm, mellow coloring and delightful grain pattern of Bruce Hardwood Floors. Best of all, this natural beauty neither fades nor wears away—it will last the life of your home.

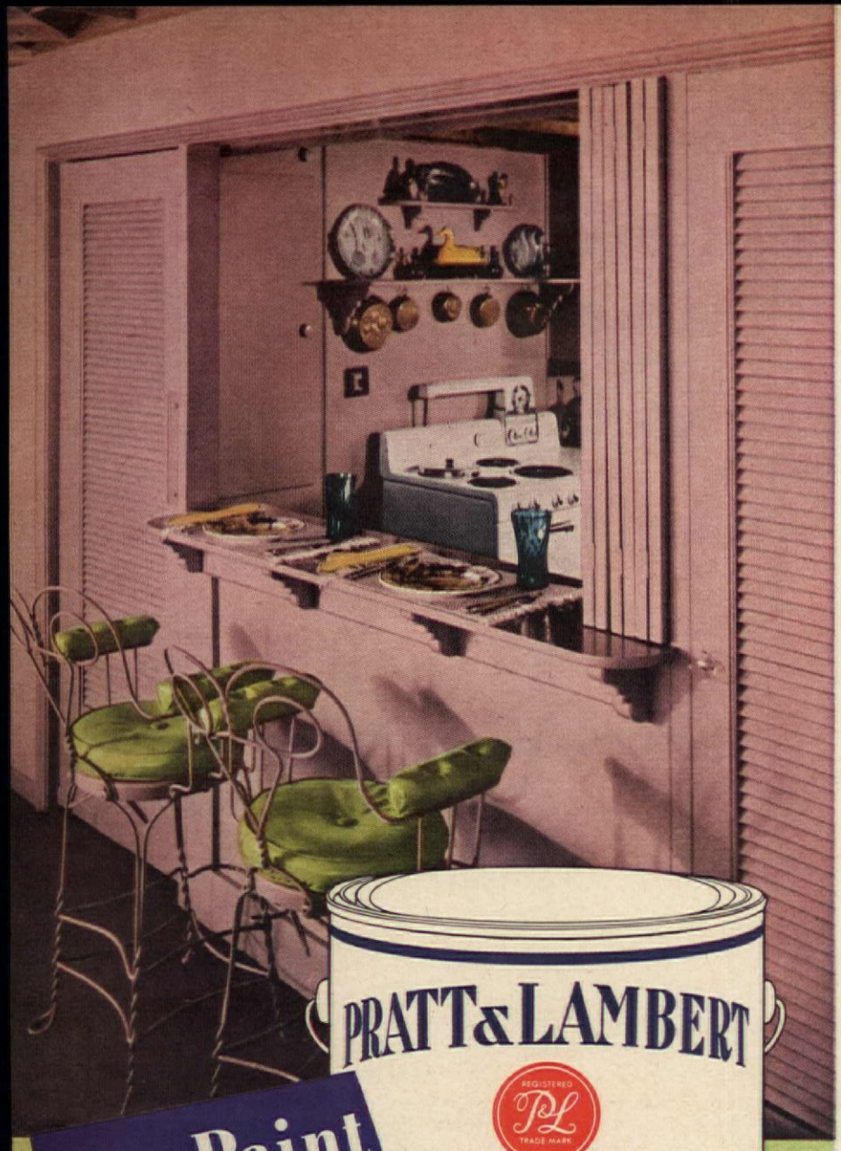
To have the loveliest floors in town, choose Ranch Plank Floor (above) with random widths and walnut pegs ...or a modern parquetry floor of Bruce Blocks (below)... or the popular Bruce Strip Floor (not pictured). All three are genuine, solid oak with a superb factory-applied finish.

Your architect, builder or lumber dealer knows all about Bruce Hardwood Floors. For color literature, write:

BRUCE

E. L. BRUCE CO., 1640 THOMAS ST., MEMPHIS 1, TENN.
Also makers of Bruce Floor Cleaners and Waxes





The Paint with 100 LIVES!

and Perennial Beauty through them all

PRATT & LAMBERT

Cellu-Tone Satin

Here are colors, tints and tones with the soft beauty of fine satin in an *alkyd* paint so durable you can literally scrub it new again and again. It's your answer to a single, *all-purpose* paint for walls, woodwork and furniture. Roll it on or brush it. Once you try Cellu-Tone Satin, you'll return to your Pratt & Lambert dealer for more of this remarkable finish which makes painting *so easy—so satisfying.*

For Walls Woodwork & Furniture

PRATT & LAMBERT-INC.

A Dependable Name in Paint Since 1849

NEW YORK • BUFFALO • CHICAGO • FORT ERIE, ONT.

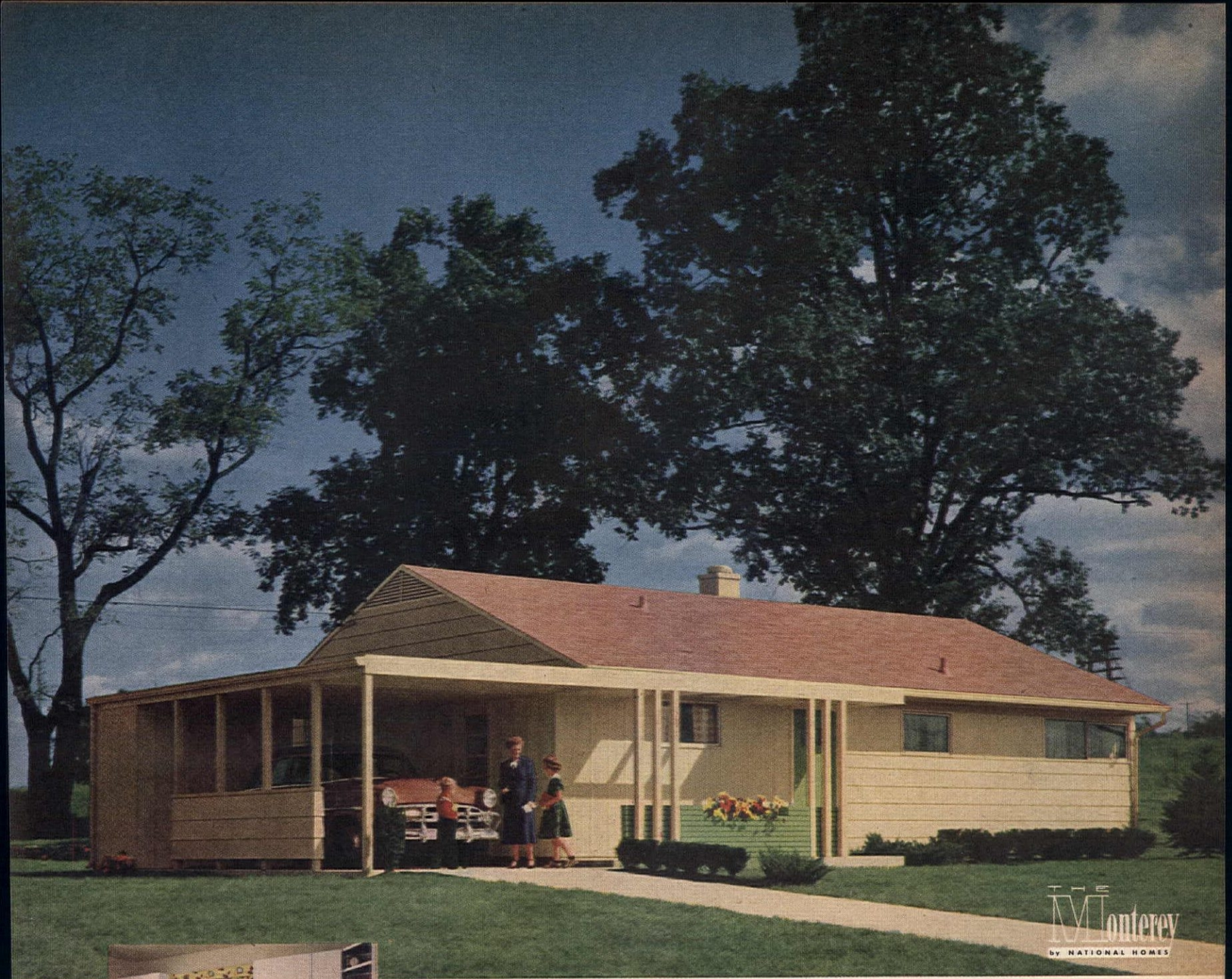


You Can Use those Discards

Take a second look before you dispose of an old china closet and buffet, for they can combine to make a smart modern—like the one below. It can remain in the dining room, move to the living room as a display piece, or you can curtain the shelves, as we did, and use them for linens. To make the transformation, we first removed all of the legs, the hardware, and the dust-catching gimcracks. Then we built a simple flush base for the buffet of 10" pine boards. The glass panels of the china closet were replaced with decorative wire mesh. If the finish is good, a thin coat of shellac will seal it before painting. If it is marred, remove finish with a good varnish remover, sand smooth, apply shellac, and let it dry overnight. Then two coats of paint, allowing each to dry for 24 hours, sanding lightly between coats. For a final flourish, add whatever type of hardware fits in with your other furnishings.

Data: John Lippert









Be sure to see this...

Surprise Home of the Year!

Here is America's most versatile home . . : the MONTEREY, one of the 21 stunning new 1953 National Homes models. A smart, spacious home, one you'll not "grow out of." The open planning in which the living, dining and all-purpose rooms flow together creates spaciousness found only in far larger homes. Yet the all-purpose room can be closed off by sliding doors for a second living area, or a permanent third bedroom. The dual-purpose carport is ideal for a porch. When you buy a National home you buy the best . . . only quality "brand name" materials used throughout, still, you save up to 20% as compared to conventionally built homes of equal size and quality. Price range, $7,500 to $15,000 —2-, 3-, 4-bedroom models. For floor plans and other details, send 25¢ for "Your National Home Magazine." National Homes Corporation, Dept. AH353, Lafayette, Ind.

National Homes prefabricated panels and structural parts as they leave the assembly plant carry the Good Housekeeping guarantee seal and the Parents' Magazine seal of commendation.

Guaranteed by Good Housekeeping

COMMENDED PARENTS' MAGAZINE

© 1953, N. H. C.

National HOMES

NATIONAL HOMES CORPORATION
LAFAYETTE, INDIANA • HORSEHEADS, N. Y.

See Your Local "Monterey Open House" Starting February 21st

Can your home pass the "Sniffle Test"?

Does a succession of "sniffles" during cold weather threaten the health of *your* family? Very frequently, imperfect heating and poor circulation of the air in a home are the *direct* cause of annoying, dangerous colds. And, even more frequently, colds are aggravated and prolonged by poor heating and stuffy rooms!

Your home CAN pass the "sniffle test"—IF it's equipped with Lennox Aire-Flo Heating! Heat, alone, is not enough for complete indoor comfort. With Lennox, you get MORE than just heat. Drafts and cold floors are eliminated by *continuous, gentle circulation* of the air, heated to just the *right temperature* to suit you and your family. The air is *filtered* clean, *humidified,* and *free from staleness.* Super-sensitive "Mellow-Warmth" Lennox controls maintain healthy, balanced temperatures with WARM floors.

Your nearby Lennox dealer can show you how Lennox Aire-Flo Heating provides you with these *additional* features over ordinary heating systems. Convenient terms.

Write Dept. A353, nearest Lennox office, for free copy of the booklet, "How to Select Your Heating System."

HEAT, ALONE, IS NOT ENOUGH
for complete indoor comfort!





In warm air heating
more families buy

LENNOX®

Aire-Flo® Heating

THE LENNOX FURNACE COMPANY
World's Largest Manufacturers and Engineers of Warm Air Heating Systems
Marshalltown, Iowa • Syracuse, N. Y. • Columbus, Ohio
Fort Worth, Texas • Pasadena, California • Salt Lake City, Utah • Decatur, Ga. • Toronto, Ont.



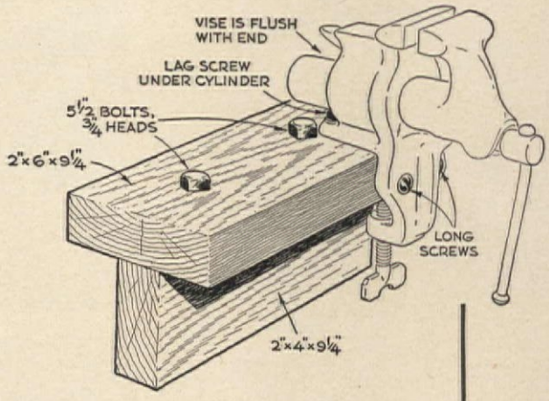
58 YEARS as home comfort specialists make LENNOX All Season Aire-Flo air conditioning the finest you can buy.

See Your Certified Lennox Dealer—Look for his sign—or find his name in your classified telephone directory. Ask him to make a heat-loss survey of your home to determine the ONE right heating system for *you.* No obligation. There are more than 92 different Lennox models for gas, oil, coal or LP Gas.

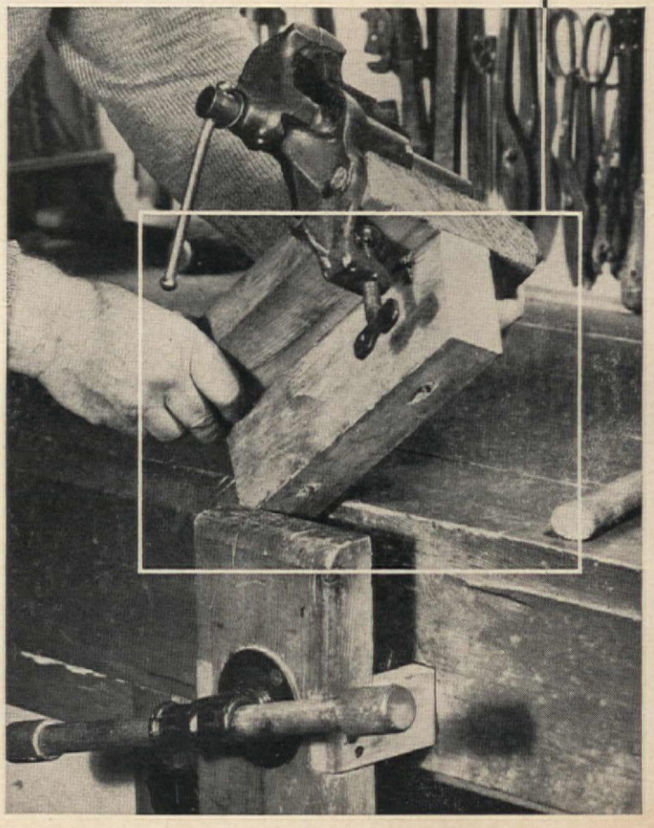
LENNOX Air-Flo Heating CERTIFIED DEALER

HOW TO

Keep an Idle Vise from Showing



A metal-working vise attached to a shop bench is a mighty handy thing when in use, but at other times it can be most inconveniently in the way. To attach one to a bench so it can be removed and stowed away out of sight when not needed, bolt or screw together in T-formation two pieces of 2" wood, 4" or 5" wide, and at least 6" long. Fasten vise firmly to the upper, or cross piece, using the thumb-screw clamp on the vise and screws as long and large as possible. To use the device, grip the lower (vertical) piece of wood in the wood-working vise—Q. E. D.





The walls, cabinets and shelves of this charming kitchen are made of lovely, durable Birch Weldwood Plywood. The grey sink and work surface top is Westinghouse Micarta®. Weldwood panels go right over new walls or old . . . quickly, economically. And they are guaranteed for the life of your home. Look for the famous Weldwood trademark.

Good Taste in today's kitchen calls for the warmth of *Wood*

You *can't miss* a trend in today's kitchens.

The kitchen rich in beauty is in! Wood-paneled coziness is what the whole family wants . . . *not* coldly, efficient hospital white.

And warmth of feeling is just what your family gets with Weldwood® Plywood, when you add this handsome, practical paneling to *your* busiest room.

Weldwood Plywood is a housewife's dream. Stays bright and clean with almost no attention. It stands up . . . takes the wear and tear of everyday living beautifully. Makes the kitchen as inviting as any room in the house.

What's more, it's not expensive . . . and it's simple to install.

Remember, Weldwood Plywood is *genuine* wood paneling . . . not a plastic or composition. You can have it in heart-warming walnut, lovely birch, oak or Korina® . . . and a variety of other fine woods.

Weldwood panels blend perfectly with any color scheme . . . fit naturally into any setting, modern or traditional.

So surround yourself with beauty that grows even *lovelier* with age. Dress up your kitchen . . . or any other room . . . with Weldwood Plywood.

Visit any of our 60 distributing units from coast to coast for full details. Or see your lumber dealer today.

Weldwood® Plywood

a product of

UNITED STATES PLYWOOD CORPORATION

World's Largest Plywood Organization

Branches in Principal Cities • Warehouses in Chief Trading Areas • Dealers Everywhere

UNITED STATES PLYWOOD CORPORATION

Box 61, New York 46, N. Y.

Weldwood®

Enclosed find 10¢ for booklet, "Beautiful Wood for Beautiful Homes," showing ideas in full color for beautiful Weldwood paneled rooms.

Name_____

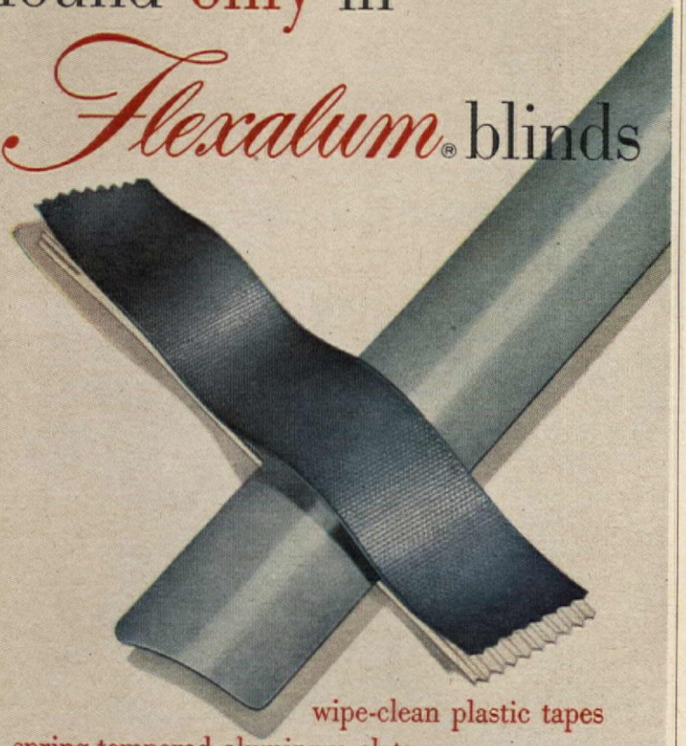
Address_____

City_____ State_____

AH-3-53

new miracle materials found only in

Flexalum® blinds



wipe-clean plastic tapes
spring-tempered aluminum slats

keep the dust off...and the beauty in



here's how they make life easier for you:



plastic tape wipes clean! A damp cloth makes dirt disappear. Sun won't fade locked-in colors. Flexalum tape won't shrink, fray or stretch.



Flexalum slats snap back! Exclusive spring-tempered aluminum snaps back straight. Permanent enamel won't rust, chip, crack, peel.



look for this signature! Ask to see the visible-in-visible trade-mark on the slats. If the mark isn't there . . . it isn't Flexalum.

Guaranteed by Good Housekeeping

WRITE FOR FREE BOOKLET—"HOW TO CHOOSE YOUR VENETIAN BLINDS".
DEPT. AA, HUNTER DOUGLAS CORP., 150 BROADWAY, NEW YORK 7
IN CANADA—HUNTER DOUGLAS LTD., MONTREAL, QUE.

Mail For Moppets



JOAN LOWERY NIXON

Small childern scarcely ever receive mail of their own, and even when they do, a written letter isn't nearly so much fun for them as one they can read. Even a three-year-old can read the kind of letter described below, if you take the time and imagination to make it easy enough.

When we moved to our new home, our small daughter, Kathy, so missed the grandparents she had left behind, that even letters we received from them didn't interest her. In desperation, I wrote Grandma for a solution. It came almost by return mail: a letter addressed "Just for Kathy," written like a story about her, with pictures cut from magazines. We read the words and Kathy interpreted the pictures, and the three-page "book letter," as Kathy delightedly called it, afforded nearly an hour of enjoyment. Grandma had written things like, "When Mommie curled your hair last week, did you look like this?" accompanied by a magazine cut-out of a child Kathy's age, with a new permanent. Kathy saves all the letters, and they're read at bedtime like the traditional bedtime story. They're a welcome link with Grandma and Grandpa, besides giving a small child the happy experience of receiving mail that's *just* for her.

HOW TO

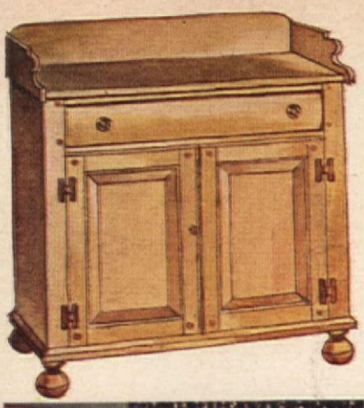
Hang Wallpaper



24 clear photographs—every step illustrated

This is one of our picture patterns

ORDER PICTURE PATTERN NO. 1457 WITH REMITTANCE OF 25c, BY MAIL FROM AMERICAN HOME PATTERN DEPT., P.O. BOX 11, FOREST HILLS, NEW YORK.
PLEASE PRINT YOUR NAME AND ADDRESS CLEARLY.



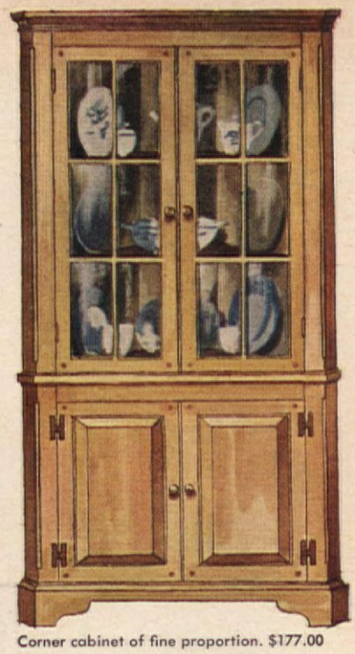
Server with "splasher"—useful also for living room or hall. $125.00



Open frame chair—foam cushions. $153.50



End table—room on top and under. $50.00



Corner cabinet of fine proportion. $177.00



*Prices F.O.B. Louisville



Luxurious lounge chair. $246.50

"Won't you sit down?"

YOU'LL ENJOY THE DEEP-SEATED COMFORT OF WILLETT UPHOLSTERED FURNITURE

This is the room you will want to stay home in. And when you entertain, the whole room entertains with you! It's a completely homey setting that speaks you and your hospitality to everyone who enters. Just see how the colorful Willett upholstered pieces invite your ease—their embracing comfort rests in foam rubber, skillfully built in by craftsmen who know how. And so perfectly mated with the simple lines of new Lancaster County Maple! The light-hearted honey hue of its hand-rubbed wax finish breathes warmth and charm into your room. It is *solid* furniture—combining the best in traditional and contemporary design—assuring you lasting value for years and years to come. Choose Willett furniture—by the room or by the piece—at your dealer's. All the furniture in this room can be yours for approximately $863.00*.

America's largest maker of solid maple and cherry furniture for living room, dining room and bedroom.

WILLETT FINE *Upholstered* FURNITURE



Large contemporary coffee table. $102.50

Sofa—styled for beauty and comfort. $428.50

CONSIDER H. WILLETT, INC., LOUISVILLE 11, KENTUCKY

LOOK what You Can Do with Your OLD RUGS, Clothing



Here's Modern "Rug Magic" Finer OLSON RUGS at Special Low Prices!



It's All So Easy! Write for beautiful FREE *Olson Rug Catalog* in full colors that tells how your materials are picked up at your door and sent at our expense to the Factory, where . . .

By Famous Olson Process we shred, sterilize, sort, merge and reclaim the wool and other valuable materials in worn carpets, rugs, clothing; then picker, card, bleach and expertly blend with choice, New Wools—spin, dye in exquisite shades and weave *in One Week* into lovely, NEW, deeply tufted . . .

Two-Sided Broadloom rugs with the thrilling twist-weave beauty and "feel" of luxury-priced wool rugs—at a fraction of the cost.

Choice of 52 Colors, Patterns, *Any Size* —up to 16 feet wide, seamless and *any* length:

Solid Colors	Early American	Colorful
Tweed Blends	Oriental Designs	Florals
Two-tone	Embossed Effects	Ovals

Factory-to-You. We do not have agents or sell thru stores. We guarantee to please or pay for your materials. Over 3 Million customers.

OLSON RUG CO. *Chicago, New York, San Francisco*

Mail this Coupon or a Postcard to—

SEND YOUR MATERIALS *and See for Yourself*

Cinnamon Taupe



7 DAY TRIAL OFFER *You Risk Nothing*

FREE *Catalog in Colors*

OLSON RUG CO., A-30, Chicago 41, Ill.

Please mail Book of Rugs, Model Rooms Free to

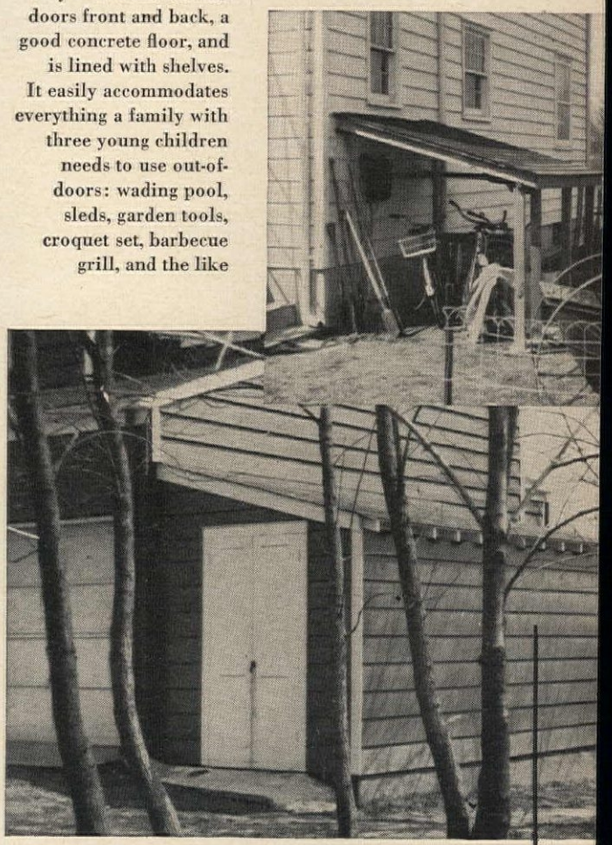
Name.....

Address.....

Town..... State.....

© ORC.

Now that youngsters have arrived at bicycle age and the family acquired a large stock of outdoor furniture and gardening equipm unsightly "shelters," such as the one directly below, are springing like weeds in the average new small-home subdivision. To banish an eyesore, give their gear the kind of protection it deserves, vastly improve the appearance of their house, one family built tidy shed below. It has doors front and back, a good concrete floor, and is lined with shelves. It easily accommodates everything a family with three young children needs to use out-of-doors: wading pool, sleds, garden tools, croquet set, barbecue grill, and the like



House that Rolling Stock

BARBARA HART

Children aren't born with baby coaches, strollers, scooters, or bicycles—but they all get them, before they get their second teeth. The only unknown for nature to decide is whether it's a doll coach or an express wagon that rounds out the complement of "rolling stock" most families provide for the airing and exercise of their young. Now, this equipment, plus such adult outdoor gear as gardening tools, barbecue grills, and terrace furniture, costs quite a bit to acquire, and deserves to be put away in some safe, dry, and accessible place.

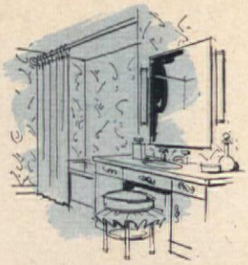
The looks of your house also deserve that such objects be stored neatly out of sight. But in these days of high building costs, builders of small housing units "perfect for the kiddies" often fail to deal with the problem of juvenile vehicles. So one of two things usually happens—either the rolling stock joins lawn mower and deck chairs in the garage (while the car stays outside), or it clutters up your front porch and often must enter the house.

The most sensible thing, of course, is to include space for such objects in your garage when you build it, and inventor Alda Bedford has suggested that the standard one- and two-car

PLEASE TURN TO PAGE 118







There's unusual beauty in Wall-Tex patterns specially designed for bathrooms. Splashproof, steamproof, non-absorbent surfaces. Cloth base keeps walls safe from plaster cracks, protects permanently.

Your walls will look lovelier longer with Fabric

In Wall-Tex fabric wall coverings, it's the cloth base that gives this beautiful decorative material so much of its style and charm. It's the fabric that adds depth to the designs and colors and lends soft, rich beauty to every Wall-Tex pattern. Decorate with Wall-Tex this year and know the satisfaction that only *fabric* can provide. Mail the coupon for color folder and Wall-Tex swatches.





sturdy cloth base

Widely varied designs and colorings for kitchen and dining areas. Colors are soft, clear, uniform. All are safely washable, keep their fresh, bright beauty, look lovely for years.



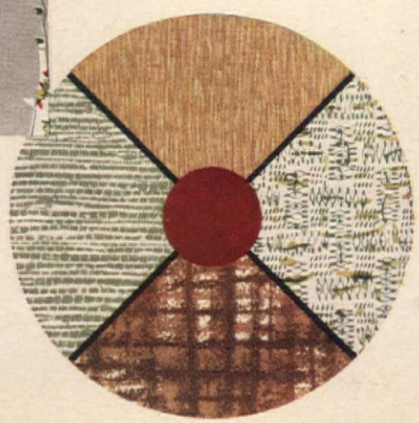


All rooms, new or old, look richer in Wall-Tex. Styling with a fresh approach, color combinations, solid colors for any interior. Related patterns for pleasing effects in today's open room planning.

Pre-trimmed, easier to hang!

Do you enjoy creating new beauty in your home? It's much easier with pre-trimmed Wall-Tex. Rolls are only 24 inches wide, trimmed straight and true, edges meet and match perfectly. Fabric is strong, no danger of tearing. Anyone can apply Wall-Tex.

Sensibly priced by the single roll (36 sq. ft.) at only $2.90 for solid colors and $3.15 for print patterns, Wall-Tex is indeed a great decorating value.



Texture's the thing in decoration today. Here are four popular all-over textured designs in Wall-Tex. See them and many more in your dealer's Wall-Tex display.

WALL·TEX
fabric wall coverings

Guaranteed by Good Housekeeping

Columbus Coated Fabrics Corporation
Dept. A-33, Columbus 16, Ohio

Send your free color folder and swatches of Wall-Tex.

*name*_____

*street*_____

*city and state*_____

a work-saver...a money-saver

...yet the Loveliest Carpet you've ever seen!





Woven by ARTLOOM

Townley COTTON BROADLOOM

Farm house, suburban or ranch home, town apartment, or penthouse...Townley Cotton Broadloom is sweeping America — part of today's modern living! Supremely beautiful and colorful. Amazingly wear-resisting because it is **woven on real carpet looms with a genuine carpet back.** Townley's lush, tread-inviting texture has a wonderful, full-bodied, cling-to-the-floor heft. 18 stunning decorator shades. 9′, 12′, 15′ seamless widths. A tremendous value at about $7.95 per square yard.

FREE! Write for helpful decorative booklet, "Carpet Color Schemes for New Home Personality."

Guaranteed by Good Housekeeping

ARTLOOM CARPET CO. INC., 295 FIFTH AVE. NEW YORK 16, N. Y.

For over 65 years, weavers of fine wool carpets for every decorative requirement, in all price ranges.

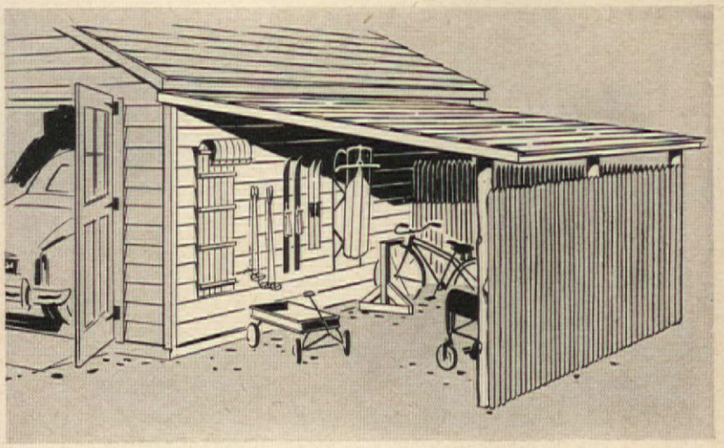
Rolling Stock (Begins on page 116)

garages should become things of the past, to be replaced with one-and-a-half- and two-and-a-half-car garages. But if you already have a garage, one of the four solutions to the problem illustrated herewith may help—they have all worked well in the environs of Princeton, N.J. Better not fool yourself about the cellar for roll-away storage unless your basement has a side door almost flush with the ground. A "lugger," my dictionary says, is a small ship with four-cornered sails—not a Mommy battling a buggy up the cellar steps.

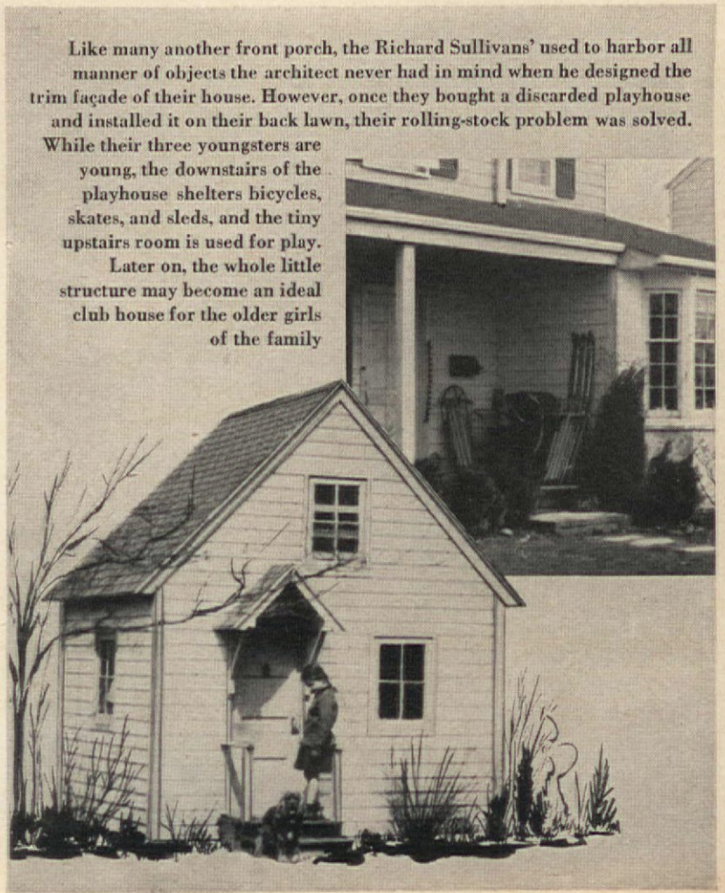
The antiquated woodshed, once the scene of stolen smokes and subsequent whippings, can still provide a mighty handy shelter

PLEASE TURN TO PAGE 120

Inexpensive, and easy for the man of the house to build, a rustic lean-to like this one can be masked by a vine-covered fence. Equip it with hooks for hanging up sleds and rakes, and it will serve as a catch-all, a wood shed, and be a handy guest carport as well

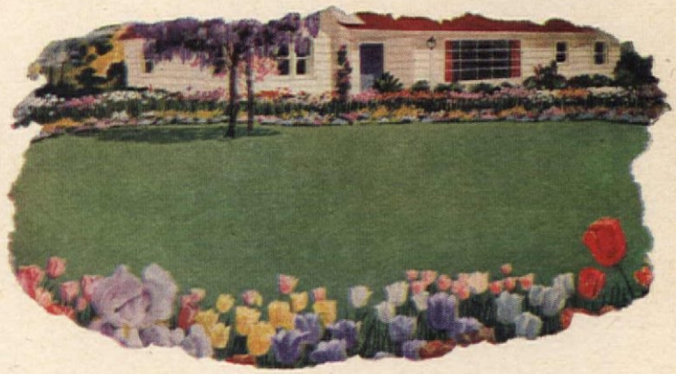


Like many another front porch, the Richard Sullivans' used to harbor all manner of objects the architect never had in mind when he designed the trim façade of their house. However, once they bought a discarded playhouse and installed it on their back lawn, their rolling-stock problem was solved. While their three youngsters are young, the downstairs of the playhouse shelters bicycles, skates, and sleds, and the tiny upstairs room is used for play. Later on, the whole little structure may become an ideal club house for the older girls of the family



Energized Vertagreen®

GIVES REAL *Growing Energy* TO YOUR LAWN AND GARDEN





Make your lawn and garden dreams come true, your home surroundings the envy of the neighborhood with energized Vertagreen, America's fastest growing plant food.

Proved by thousands of lawn and garden enthusiasts, Vertagreen feeds plants completely, brings fresh, golf-green beauty to your lawn, bright new vigor and color to your flowers, and hardy, refreshing greenness to shrubs and trees. And for your vegetable garden there's no finer plant food than complete, better-balanced Vertagreen.

Vertagreen provides a perfect blend of the vital elements plants need, feeds more completely because it feeds three ways: (1) roots, (2) stems and leaves, (3) flowers, fruits and vegetables.

Ask your dealer for energized Vertagreen, packed in convenient 5, 10, 25, 50, and 100 pound bags.

energized

ARMOUR FERTILIZER WORKS

Flowers grow healthier and more beautiful when you feed Vertagreen. You'll see the difference after one feeding.



Vertagreen is so easy to apply you won't believe anything so easy can produce such amazing new growth and beauty in your lawn.



For the finest vegetables you ever grew, feed your garden Vertagreen this Spring. It's clean, odorless, and easy to apply. Just follow simple directions on the bag or in colorful folders available from your dealer.



...relax in Canada

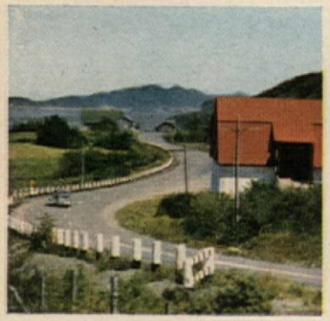
Every road leads to "picture country" in this land of ***VACATIONS UNLIMITED***



YOU'LL PLAY in cool river country and leafy lakelands . . . try your luck at hooking a big one in waters famous for trout, bass and musky. Long, sandy beaches invite you to stretch out and soak up the sun. You'll get a close-up of fascinating wildlife in vast National Parks . . . go riding, hiking, canoeing.

YOU'LL MAKE new friends on golf courses along the way. Enjoy a big-lake cruise, or sail on historic waters. Shop in "foreign" cities.

YOU'LL STAY at "top" resorts, or try "roughing it" a little in cabin camps. See your travel or transportation agent soon — mail the coupon below, *now*.







01-1-26-53-02

CANADIAN GOVERNMENT TRAVEL BUREAU
Dept. of Resources & Development, Ottawa, Canada

Please send your 48-page, full colour book on vacation attractions in all parts of Canada.

*Name*_____
(PLEASE PRINT)

*Address*_____

*Town*_____ *State*_____



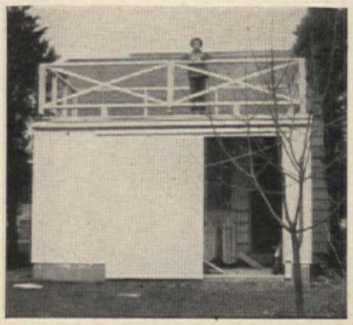
Rolling Stock

(Begins on page 116)

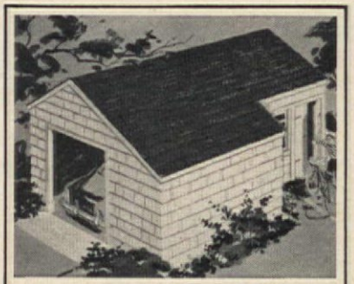
for traffic tie-ups, junior grade. And so can its close relative, the lean-to. If your lot permits, an extension to the garage with a door at the back is probably the most satisfactory. But a side-of-garage lean-to, even one just about 40" wide, provides an amazing amount of storage area.

Of course, a good structure, complete with concrete floor, sound roof, and good siding, is a worthwhile investment, and a definite addition to your property. But in many cases, a much simpler, and less expensive, type of shed will serve well, if you mask it with a trellis. Also, don't overlook the possibilities of an oversized dog house (we once used one for the purpose), or a "prefab" playhouse (there are two in our neighborhood).

These are just a few ways to roll away your rolling stock. But however you do it, it's a bargain in the end. Your garage goes back to sheltering the car, you restore your porch to its original good looks, and you save your indoor furnishings from many a mar as young America pushes and pedals its way from coach to college.



This 7' x 14' appendage to a garage houses the rolling stock, provides a crow's nest for older youngsters, offers a good wall for the batting of tennis balls. It's screened from the street by evergreens. Home of Mr. and Mrs. H. W. Leverenz



Our own garage (Pattern **2015**) is all-embracing: car gets 11' x 20' space; separate bike and tool room is 4' x 11'; there's a trunk room, and a built-in work bench
(See Pattern Order Form, page 137)



"Nope, not a new baby ...just got my CINCO-THERMOSEAL Combination Windows!"

"Yessir, this is a *great* day for me! No more changing screens or storm windows —just solid comfort. Cinco-Thermoseal combination windows will keep my home warmer in winter, cooler in summer and properly ventilated, with drafts and rain shut out. The *best* in window insulation —that's Cinco-Thermoseal."

For free literature and name of nearest dealer, write Dept. 3-A-33

THE CINCINNATI FLY SCREEN DIVISION
of the F. C. Russell Company • Cleveland 1, Ohio

CINCO-THERMOSEAL
DELUXE ALUMINUM
COMBINATION SCREEN & STORM SASH

Special Winter **SALE!**



Get year-'round protection fo your doorways with this attractive

CHILDERS
ALL-ALUMINUM
DOOR CANOPY

Act now, get this winter-time bar gain. To introduce you to Childer Awnings, your Childers deale offers you a regular, full-size Doo Canopy for as little as a third o what you would pay for othe brands. Phone your Childers deale this week or write for his name Regularly as much as $50. Until April 1..... **$29.9** (Full 48" width)

Your Childers dealer will install for small extra charg or you can easily install it yourself in 20 minutes **Note:** Childers franchise dealers are independent business firms, who set their own prices. Price quoted is recommended and subject to variance, but will be standard with most dealers. **Dealers:** A few choice protected franchises are still available. Write for complete information.

CHILDERS
ALL-ALUMINUM
Awnings

Childers Mfg. Co., Houston 8, Texas

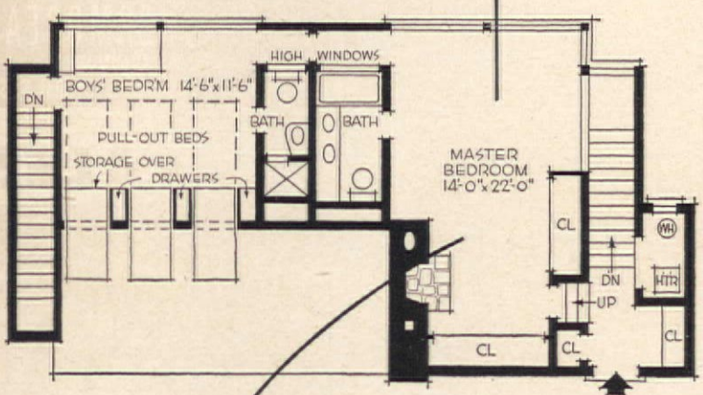
Probably the Best House

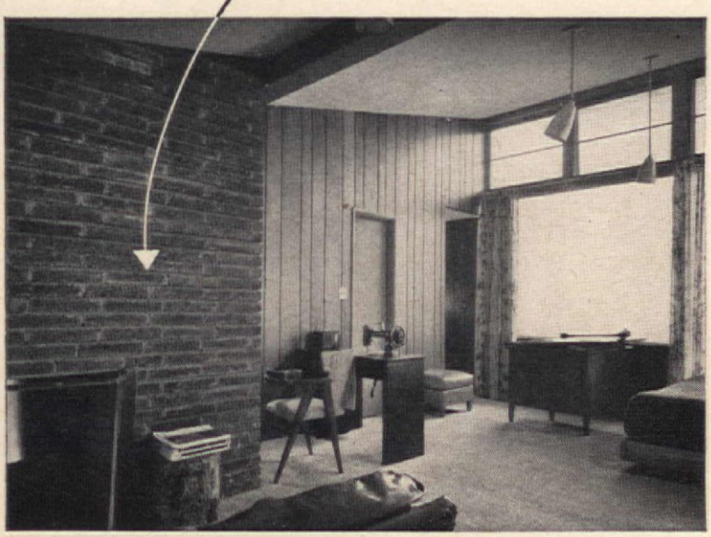
(Begins on page 43)



Sleeping end of master bedroom is flooded with light, and a view of the magnificent canyon. Because this is also Mother's sewing room and Father's drafting room, furnishings are tailored, but gaily colored. Stairway leads down to the living area, and need never be used by the boys, who have their own. The entry from the street is in front of this stairway, but a large wardrobe divides the bedroom from the front door

The bedroom floor is at street level, and the plan below shows why it works so well. Three boys' beds, and their wardrobes and built-in chests of drawers fit into the space under the eaves, clearing the floor for play. Boys' own stairway leads to play area of living room





The sitting-room part of the master bedroom, with its fireplace and front-of-fire sofa, is the section you see from the entry hall if the door happens to be open. Beyond it, the sewing area is spacious, and takes full advantage of the view. A narrow passage connects the two bedrooms, but actually the layout is so well planned they're almost separate wings

MORE ON PAGE 122

In the proudest homes in America...

The instant you see the new KenRubber tile in stores today you'll know why it is the first flooring choice for America's finest homes.

First, your eye will be attracted by the glowing, mirror-smooth surface and the rich clarity of the thrilling decorator colors. You won't be able to resist reaching for one of these perfect tiles. You'll look at it from top to bottom. You'll see how every color goes tile-deep and can't wear off. No felt or other backing here!

And you'll be amazed when you try to bend KenRubber. It has the built-in strength of a tightly coiled steel spring! You can *feel* this tile will keep its cushioned comfort . . . will resist indentation . . . will not become hard or brittle throughout its long life!

Visualize this beautiful new flooring in your own home. Imagine your own design in any of KenRubber's lovely new colors highlighted with exclusive ThemeTile inserts or Feature Strip and, KenRubber never loses its freshly polished look.

No wonder those Americans who are proudest of their homes insist on KenRubber. See it at your Kentile Dealer whose name appears under FLOORS in your Classified Phone Directory.

KENTILE, INC., 58 SECOND AVENUE, DEPT. A-3, BROOKLYN 15, N. Y.

KENTILE • KENCORK • KENRUBBER



KenRubber colors shown: Rosso Di Levanto with White Feature Strip

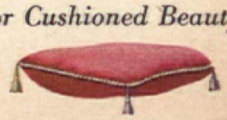
It's economical to install KenRubber yourself. This approximate 12' x 11' floor costs about..... $79.75

Cost of floor may vary depending on colors, size and freight rates. Each KenRubber tile is a full 1/8" thick. Used with the newly developed KenSet Adhesive, KenRubber can now be installed on above grade concrete in contact with the earth.

©1953 Kentile, Inc.

KENRUBBER TILE FLOORS TRADE MARK

for Cushioned Beauty



45 ways to enrich your home with *Ponderosa Pine* decorator doors



Here's a booklet that shows you how to make your home more colorful—more distinctive—with decorator doors of Ponderosa Pine. In 24 full-color pages "Latest Color Style News" illustrates 45 ways to decorate these satin-smooth panel doors with paint, stains, cut-outs and decals for fresh, rare beauty.



You'll learn how to make your home color schemes *complete*—how doors can style the mood of a room—how to have an *authentic* ranch house with Ponderosa Pine 3-panel "Rancho" doors—how and where to use louver doors, mirror doors, dutch doors.

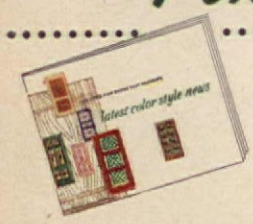
Send now for this inspiring book



"Latest Color Style News" will open a whole new world of color for you—show you fascinating ways to decorate Ponderosa Pine panel doors to suit your individual taste. For a wonderful creative experience, mail the coupon now!

GENUINE decorator doors MADE OF *Ponderosa Pine*





Ponderosa Pine Woodwork
Dept. VA-3, 38 South Dearborn Street
Chicago 3, Illinois
Please send me your big, beautifully illustrated decorator door book on paneled doors of Ponderosa Pine! I enclose 25 cents.

Name.....

Address.....

City.....*Zone*....*State*.....

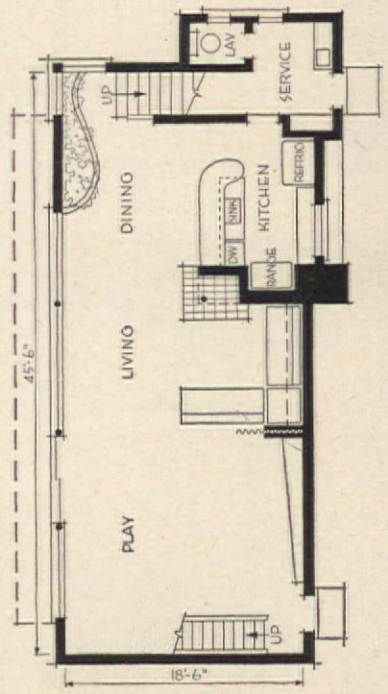
Best House

(Begins on page 43)

range, set on a brick platform against a brick wall. To its left is good counter space, with drawers under it and a window over it, and plenty of room for the preparation of large meals. And next to that, there's a commercial-size refrigerator where this well organized woman can store two-weeks' worth of food for her hungry horde.

Certainly, in 1,800 square feet, with only two bedrooms and a single room downstairs, this house offers smooth living for a family with four growing sons. It has been planned with great care to make it easy for a busy woman to maintain without help, and to permit her to enjoy her outside interests as well as her pleasure in her children. And at the same time, each member of the family has his own corner where he can enjoy his own hobbies. Parents can sit in the living room, or in front of their own upstairs fireplace; boys can play upstairs or down.

When you see the attractive young parents and the well-cared-for boys all enjoying their home life together, it is obvious that the good basic planning that went into this home has contributed in large measure to such family harmony. "Why on earth did we show you this house?" Because it is probably the most intelligent *home* we have ever seen!



For spaciousness, easy housework, and family closeness, this 45' room is one, but it divides into areas, each perfectly equipped for its own activities. Note how kitchen is part of the room, yet invisible from living section, how play area can be separated from the rest by folding screen

Your best time to buy Canvas Awnings...

NOW

• When warm weather arrives this year—you'll be ready for it! Ready to unfurl your gay, protective canvas awnings and enjoy the cool shade they provide. No rush-season waiting . . . no hurry-up choice of color or fabric. To have your awnings installed the day you want them . . . to assure careful custom styling . . . to take advantage of easier payment plans . . . SEE YOUR AWNING DEALER NOW!

The Canvas Awning Institute, Inc. and National Cotton Council
P. O. Box 1851 Memphis, Tenn.

WINDOW SCREENS THAT ROLL UP AND DOWN like window shades

Once in place—always in place. No putting up . . . No taking down . . . No painting . . . No storing . . . No repairing.

PELLA ROLSCREENS are easily installed on your present windows. No fitting or cutting necessary. A touch of the finger and ROLSCREENS *roll up* automatically onto hidden rollers. Inconspicuous. They improve appearance of your home. Make rooms lighter. Keep windows and draperies cleaner. Insect tight. Made of rust-resisting, clear-vision, AluminA wire cloth. 10-YEAR GUARANTEE. Over 2,000,000 in use. Send for interesting FREE Booklet containing easy directions for measuring. Use handy coupon below.

☆ *Pella* ☆
ROLSCREENS
CASEMENT WINDOWS • VENETIAN BLINDS



ROLSCREEN COMPANY, Dept. E-9
PELLA, IOWA

Please send FREE Booklet on ROLSCREENS. Also Pella literature on Casement Windows ☐. Venetian Blinds ☐. I am building ☐. I am remodeling ☐.

Name .....

Address .....

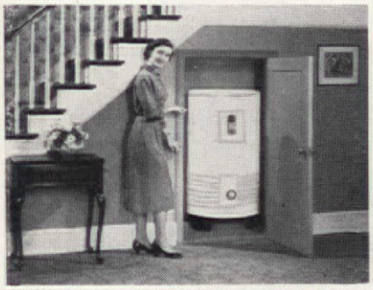
City ..... *State* .....

HOT WATER

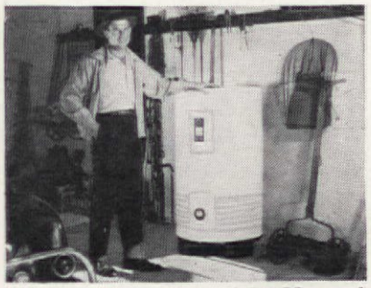
PLENTY OF IT...
WHEN YOU NEED IT!



New G-E Table-top Water Heater gives constant-temperature hot water for kitchen and laundry appliances. *Top* connections make *easiest installation* even on concrete floors!



Even in a closet! Your G-E Water Heater can be installed easily . . . *anywhere in* your house! You get oceans of really *hot water* quickly, automatically, economically!



G-E Water Heaters are safe! No need to worry about open doors or drafts, for there's no flame to blow out.

DEPENDABLE! Backed by General Electric's 10-year protection plan. See your General Electric dealer *today!*

There's a size to fit your family's needs!



AUTOMATIC ELECTRIC

WATER HEATERS

You can put your confidence in—

GENERAL ELECTRIC

Okay, so I'm a Housewife!

CLARICE COX

There's been a lot of talk about the sad life of the American housewife versus the fascinating existence of the career girl. Representing a fairly typical member of the housewife group, I decided to make a personal survey and take a flyer at the business world. From my sally into the salt mines of the employed I have returned with the firm conviction that there's no place like home, after all.

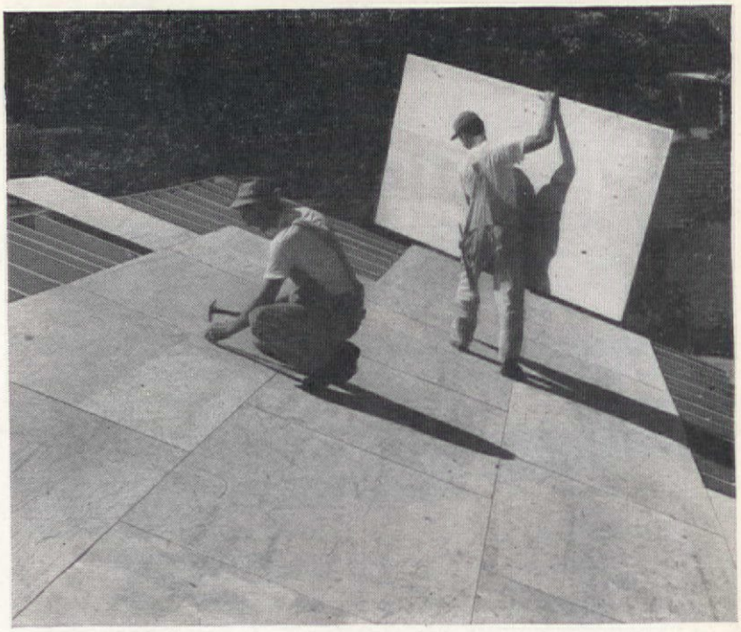
My first morning of work, several odd things happened. Usually it takes me an extra twenty minutes to get out of bed after the alarm goes off. This day, I leaped up and had my face on long before I've usually summoned the strength to turn over. I cooked a haying-crew breakfast instead of my usual snippet of toast. I needed my strength—who could go to work on just a snippet of toast and not faint dead away at about ten?

Luckily, husband and kids were due on their way before I was, and after a few minor catastrophes, they rushed off. I realized I must be raising a family of helpless individuals when I heard all the cries of "Mom, where's my other sock?" and "Butter my toast, Mom." The sock and the toast were taken care of without my help, which just goes to prove that it can be done. Before I left, I careened around picking up things, and was amazed to find that the place looked as good then as it usually does three hours and a couple of cups of coffee later. System, that's what does it.

I was to work in the library a week. It sounded like a fine, ladylike occupation, and I had pictured myself moving about with cultural grace, dispensing learning with a well manicured hand. Instead, I found myself plowing through wads of magazine files in the stacks, and I looked by noon the way I usually look after cleaning the basement. The trouble was that I hadn't dressed with that in mind. How do the career girls do it, snagging nylons all day long?

A lot of other revelations came as the week went on. If you get up and charge around during the first hour or so in the morning, it's much better than subsiding into a pulp over another cup of coffee as soon as the door slams on the family. I usually nurse the three murky cups of coffee left in the pot for an hour or so as I read the morning paper. Then the phone rings and an hour later I'm

PLEASE TURN TO PAGE 124



Fir Plywood Gives You

More house for the money

Low-cost fir plywood roof sheathing saves money, does a far better job than ordinary lumber.

Fir plywood roof sheathing goes a long way towards assuring you a comfortable, well built home. It has far more "bracing strength" than ordinary sheathing, gives added protection against windstorm or earthquake. Big panels seal out drafts, help keep your home snug and tight. Because it's factory-seasoned to uniform dryness, plywood won't warp or buckle like lumber, won't damage finish roofing.

Fir plywood saves you money, too. It costs about the same as lumber, but because it speeds work, you save on application costs. Your architect, builder or lumber dealer can best tell you exactly how much you can save by using fir plywood instead of boards. Ask him to figure the cost both ways.

For more information, write Douglas Fir Plywood Association, Tacoma, Washington for free folder "Extra Strength That Saves Money When You Build."



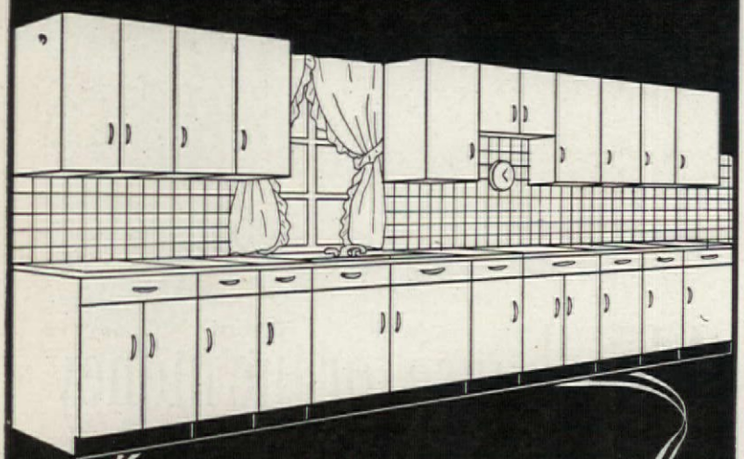
Finish roofing goes down faster over smooth, solid fir plywood sheathing. It lays flat, stays flat—won't twist or buckle. Result: a better job at lower cost.



This registered trademark on panel identifies PlyScord, the economical sheathing grade fir plywood. It's your assurance of dependable, quality-tested fir plywood. Look for it on the panel.

Now-you can Install your own

WALTERS *Steel-Fashioned* "Budgetized Kitchen"



Custom Style at Budget Prices

DO IT YOURSELF AND SAVE



Learn how *inexpensively* you can modernize your own kitchen. These matching "flush-fit" WALL and BASE CABINETS have deluxe features found only in units costing twice as much. Buy 1-2-3 cabinets at a time . . . as your budget allows.

STEEL FASHIONED WALTERS MFG. CO. OAKMONT PENNA.

Guaranteed by Good Housekeeping

7 WALL STYLES 3 BASE STYLES

*Available at lower cost with porcelain tops.

WALTERS MANUFACTURING COMPANY
OAKMONT, PENNSYLVANIA

Send For Booklet...

"How Low Cost Cabinets Can Modernize Your Home".
Enclose 10¢ to cover postage charges.

Walters Manufacturing Company, Dept. AH-1
Oakmont, Pa.

Please send me booklet entitled "How Low Cost Cabinets Can Modernize Your Home".

Name.....

Street.....

City.....Zone.....State.....

Housewife

(Begins on page 123)

still exchanging chit-chat. That's something else I learned during my brief sojourn in the mills of business: the art of using the telephone. It's simple—when you are through saying what you have to say, just hang up. No more of this chatting or just plain gossiping for hours at a time over the phone. I estimate it would up my efficiency 60 per cent, but I must confess I've never tried it.

Another thing that struck me was the husband's-eye-view of the house. When you have not been in it all along, many little things hit you in the eye when you come home. Strange—had that crooked shade or that dust under the bed been there all the time?

And there was the matter of food. When I came home at noon, I was starved. I began to understand why the kids nearly ate the crockery if lunch wasn't ready the minute they got home. Not for them the breakfast roll at ten or the casual cookie with a neighbor. No wonder more and more businesses encourage mid-morning and mid-afternoon snacks. How does anyone besides a housewife sustain life? I noticed also that when I wasn't around the refrigerator all day, my meals were much larger affairs. I could hardly wait to get home to my kitchen and pitch into a big cooking project. I don't know what would have happened had the experiment kept up longer than a week. Would I have been gaunt from mid-meal abstinence or well rounded from well rounded meals? It's an interesting problem I'm not going to try to solve.

The American housewife may be in a rut, but it's a smooth-edged, snug little rut. Those unsung heroines who keep both a house and a job, juggling them in mid-air without letting either crash, have my admiration. I can see how they get big things done, what with modern appliances and food products. But what about the little things like cleaning the shelves, mending Junior's socks, and baking cupcakes for the P.T.A.? When I was careering, I let these things go. Now that I am a full-time housewife again I still let them go, only not so long.

Okay, so I'm a housewife. I write it in small letters, and when asked my occupation, I admit it mildly. It would be nice to be able to answer something dramatic like deep-sea diver or finder of lost persons. But I've found myself, and I like it—right here at home.

Answer the call!
1953 RED CROSS FUND

CHOOSE THE NAME with a proved record for heating economy

WINKLER AUTOMATIC HEATING



WINKLER LP* OIL BURNER
*Low Pressure
This completely different, more efficient *low pressure* burner features a non-clogging nozzle which permits exact sizing of the burner to the requirements of your home . . . saves heat usually wasted up the chimney. Nozzle guaranteed 10 years.

WINKLER Furnaces and Boilers
Patented Econ-O-Flow design of Winkler Furnaces extracts more heat from fuel burned. Oil or gas-fired.



WINKLER Wall Furnaces
Specially designed for the small home—oil or gas-fired.

WINKLER Gas Conversion Burner

All Winkler Automatic Heating Products are distinguished by special designs and constructions which mean genuine winter comfort at low cost. See Winkler "Fuel Stretchers" before you buy—send for descriptive literature.

STEWART-WARNER CORPORATION
U. S. MACHINE DIVISION
Dept. P-33, Lebanon, Indiana

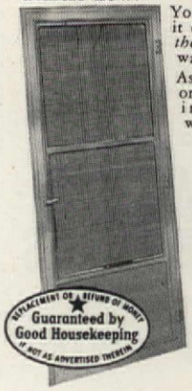
EVERLASTING BEAUTY AT SURPRISINGLY LOW COST!

Alumatic ROYAL ALUMINUM COMBINATION DOOR



ROYAL adds charm to old and new homes—at a surprisingly LOW cost!

See the new ROYAL at your dealers now!



Your dealer will make it easy for you to own *the* door you've always wanted!

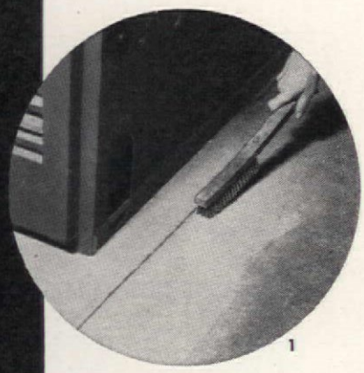
Ask to see ALUMATIC or ARALUM aluminum combination windows, too!

Guaranteed by Good Housekeeping

PRODUCTS OF
Alumatic CORPORATION OF AMERICA
2081 S. 56th Street
Milwaukee 14, Wis.
Dept. C23F

IN CANADA:
Aluminum Bldg. Products Co., Ltd.
362 CHILVER ROAD
WINDSOR, ONTARIO

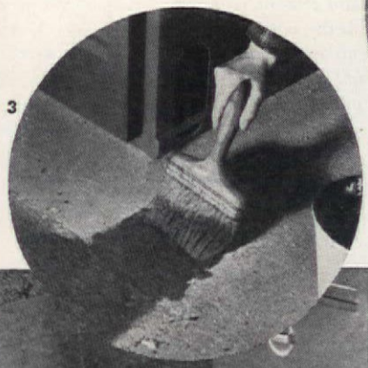
HOW TO Dam that Flood



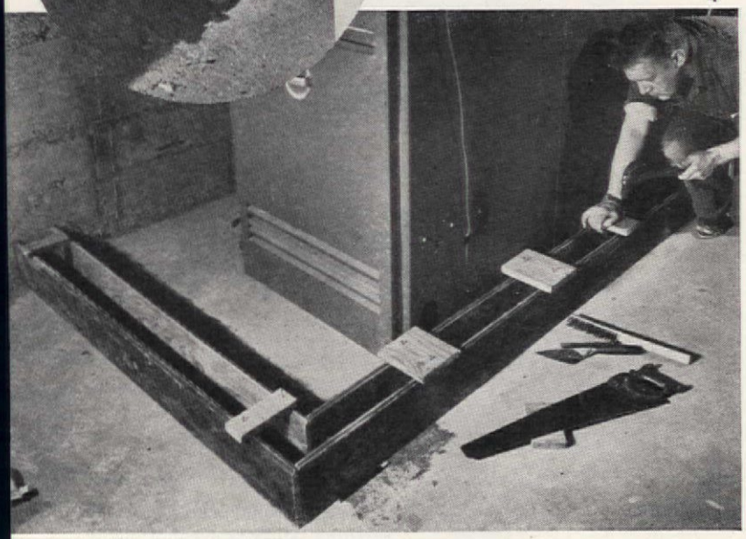
1



2



3



4

Come spring rains, and normally dry cellars develop all kinds of watery troubles. Some have real floods and only major remedies will cure the condition. Other cellars will respond to an electric sump pump, and still other troubles will respond to a small trench dug along one side leading to a drain. If you have just a temporary "water-in-the-cellar" problem brought on by heavy rains, or a "temporary" spring that acts up just enough to impair your expensive furnace and to dampen the house generally—try our simple solution: "Dam" that flood!

Build a low concrete wall around the furnace to prevent the water from coming into contact with it. A simple drain in the floor will then carry off the water to sewer system or dry well. Here's how to build our dam: (1) With a stiff wire brush, clean area on concrete floor where dam is to be. If there are any stains on the concrete floor from oil or grease, remove them by scrubbing with a solvent or absorbing them with dry Portland cement. (2) Roughen up dam area with cold chisel. This is necessary so the new concrete will bond to the old. (3) Coat area with a grout made by mixing Portland cement and water to consistency of thick cream. (4) Set forms firmly in place.

PLEASE TURN TO PAGE 126





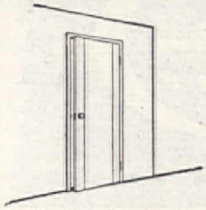
Beautiful windows that

Last for Life...

TRUSCON CASEMENT WINDOWS

...steel or aluminum

The Swing is to
TRUSCON
RESIDENTIAL STEEL DOORS



Solidly built for permanent trouble-free operation. Never sag, warp or stick. Paint them to match your color ideas. Easily, quickly installed . . . complete with frames and hardware.

Smart Truscon Casement Windows offer more than beauty! They clean more easily from inside, open and close more smoothly, provide full ventilation. They never warp, rot, stick or rattle.. Weathertight feature means comfort *and* fuel savings. Sturdy construction means long trouble-free service! In fact, Truscon Casements can outlast the house itself! And they cost no more than ordinary windows.

TRUSCON® STEEL DIVISION
REPUBLIC STEEL CORPORATION
1088 ALBERT STREET • YOUNGSTOWN 1, OHIO

TRUSCON STEEL DIVISION, Republic Steel Corporation
1088 Albert Street, Youngstown 1, Ohio

Please send me FREE illustrated literature on all the features and special advantages of Truscon Residential Windows and Doors.

Name .....

Address .....

City ..... *Zone* ..... *State* .....

Build Yours With ARKANSAS SOFT PINE for a Lifetime of Home-Loving Contentment

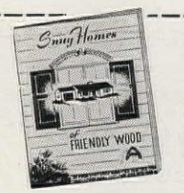


ALL you've yearned for in an adorable home will be yours when you build with wood. Exceedingly adaptable, wood affords each treasured feature *and*—at thrifty savings.

To be sure of dependable, well seasoned wood of no regrets, specify Arkansas Soft Pine. It assures rigid, nail-holding framework. On the outside, it adorns your favorite architectural styling. Inside, its attractive figure and soft texture unite in satin-like woodwork and paneling that take paints or transparent finishes evenly to please you with exceptional decorative beauty that will never be marred by raised grain.

To transform your desires into reality, to show how Arkansas Soft Pine saves costs, we give you a wealth of building helps in this fascinating book, plus 12 exciting home plans . . . and it's yours for the asking.

Don't miss this friendly guide to all you want most in a home. Your name on the coupon brings it.



SIGN AND MAIL TODAY

ARKANSAS SOFT PINE BUREAU
353 Boyle Building, Little Rock, Arkansas
Please send your book of exciting house plans.

Name_____

Address_____

ARKANSAS SOFT PINE TRADE-MARK REGISTERED
SOLD BY YOUR LUMBER DEALER

SEEN ONLY IN 6 GREAT BOOKS: . COLONIAL. AUTHORITY. HERITAGE. TROPHY. EMBLEM. SCENIC

style. design. color. Birge QUALITY WALLPAPERS style.

LOOK FOR THIS MARK OF DISTINCTION

. . . OR WRITE US FOR YOUR DEALER'S NAME
THE BIRGE COMPANY, INC., 384 NIAGARA ST., BUFFALO, N. Y.

CUT-TO-FIT HOMES CUT BUILDING COSTS

CHOICE OF 57 DESIGNS

Build your own home and save the builders' profit—plus savings in lumber and labor with Sterling Ready-Cut-Homes. Anyone can assemble with simple, easy to follow plans furnished. Every house complete with all lumber, roofing, nails, glass, hardware, paint, doors and windows, marked ready to erect. Freight paid. Complete building plans ready for filing at low cost. Sold separately if desired. Write today!

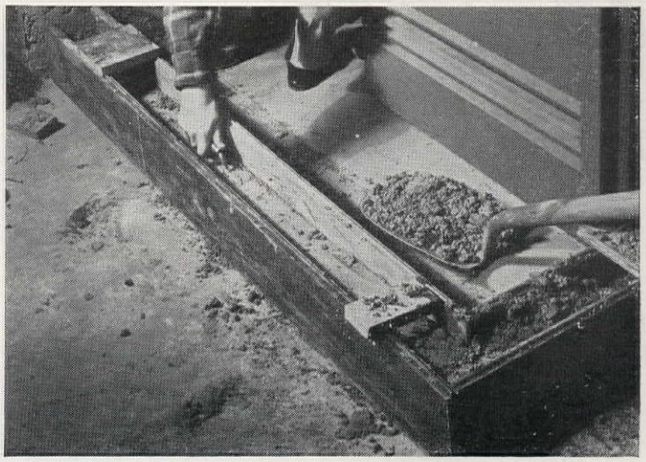


ORDER NOW
SAVE UP TO 1/3
PRICED FROM $2150 UP
Five Easy Payment Plans
Send 25c for NEW COLOR CATALOG

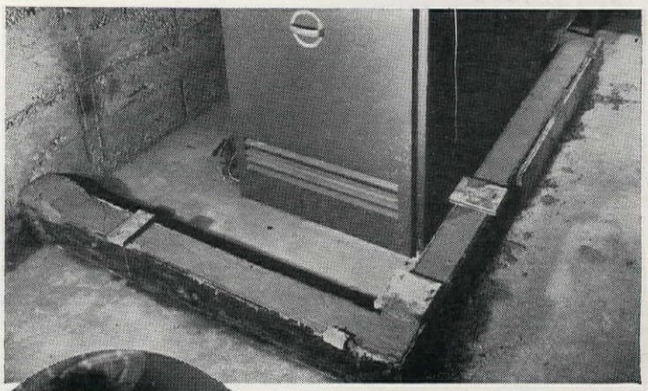
INTERNATIONAL MILL AND TIMBER CO.
DEPT. A. H. 33, BAY CITY, MICHIGAN

Dam That Flood

(Begins on page 125)



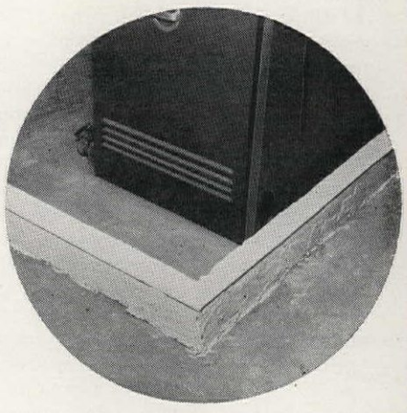
Concrete should be poured into forms before the grout is dry. Use a mixture of one part Portland cement, two parts sand, and three parts gravel. Mix the cement with the sand, and then add the gravel. When the three are thoroughly mixed, add water and continue to mix until you have a workable plastic. So that it is well compacted, the concrete should be tamped and worked as it is placed in the forms





Smooth off the top of the concrete and allow it to set for about one week. If basement is warm, cover concrete with wet burlap bags to prevent it from drying too fast. Strip off forms, and patch any areas where concrete did not make a smooth, even surface. Be sure to wet these areas before patching. Allow to dry thoroughly

A coat of good cement paint will improve the appearance of the dam, and several excellent waterproofing cement paints are available. You will note here that we have left ample space in front of furnace so that door can be removed easily for cleaning and servicing. This simple, inexpensive precaution will prevent furnace base from rusting and, more important, will prevent flood water from extinguishing fire in a season when you'll need it



Every
RHEEM
Imperial
WATER HEATER
carries a
10-YEAR
WARRANTY
backed by
The World's Largest Manufacturer of Automatic Storage Water Heaters!



Rheem

It's
PRESSURE-PROVED!

The inner tank of every Rheem Water Heater is filled with water and fully tested at pressures twice as great as ever needed for normal use. It has to be perfect before it leaves the factory.

You can rely on
RHEEM

A famous name, a quality product and a 10-year warranty—backed by a nation-wide sales and service organization. Look for Rheem under "Water Heaters," in your classified telephone directory.

UL · Guaranteed by Good Housekeeping · American Gas Association

FREE booklet shows choice of models!

Rheem Manufacturing Company,
4361 Firestone Blvd., So. Gate, Calif.

Please send your free illustrated booklet with complete details of your water heater models for every need and fuel.

NAME_____

ADDRESS_____

CITY_____ STATE_____

©1953 RHEEM MFG. CO. A-8

Electric Ranges

(Begins on page 76)

circulation of hot air, and the foil will fuse to the metal.

Broiler

Now you can have perfection in broiling—the outside char, inside pink, that husbands swear they can only get in their favorite steak house! The time required to broil foods depends upon whether you prefer them rare, medium, or well done. Steaks having a greater thickness will require a somewhat longer broiling time; and the closer the food is to the element, the rarer it will be. Frozen meats may be thawed, or broiled in the frozen state.

The broiler pan is the easiest in the world to clean—easier than a skillet. Take it to the sink, and wipe out the surplus fat with paper. Then wash the pan and rack with soap and water as you would any other pan.

CONVENIENCE FEATURES

Minute Timers are often standard equipment on ranges, or available as an accessory. They serve as helpful reminders in timing cooking operations. When the time is up, the bell rings. You will also find it useful in timing other household operations.

An **Automatic Oven Timer** is a control that makes "absentee cooking" possible, and there are just two things to remember when you are using it: the time you want to eat, and how long the food has to cook. Clock control starts and stops your oven even if you are miles away.

Appliance Outlets are found on most ranges. They will accommodate 110-volt appliances. Any of your household appliances such as your iron or toaster may safely be used on these outlets. Some deluxe models are so designed that the electric timer will automatically operate any appliance plugged into the outlet. For instance, set the timer, plug in the coffee maker at night, and have coffee ready in the morning.

Warming Drawers are found on some ranges. The warming device is usually controlled by a switch located in the drawer or on the control panel of the range. Excellent for safely warming serving dishes.

Storage Drawers, big and roomy, let you store your utensils right at the range. They have lock stops to prevent pulling out accidentally. When you remove the drawers for cleaning, follow the manufacturer's directions for releasing them.

Oven Vents condense grease and moisture from oven vapors. If grease accumulates here, wipe it away with a damp cloth. The range manual shows the location.

So you see, there are no new habits to form—you just do things easier and follow a few, though simple, fundamental rules.

"we modernized it from the outside in"



"It was Jane's bright idea — to beautify the exterior *first* because everyone sees the outside *first of all.* So we modernized the run-down old homestead from the outside in. And just as Jane said, no other material could do it so beautifully, permanently and economically as Perma-Stone!" There's a wide choice of beautiful colors, textures and designs including the *new narrow ledge stone design* with its graceful, flowing lines. See your Perma-Stone dealer for full information, free estimate, easy terms.



FREE BOOK of Perma-Stone Homes

Shows many new and modernized homes, "before" and "after" photos, ways to use Perma-Stone for entire exterior or combined with other materials. Tells how Perma-Stone solves problems common to concrete block houses. Explains many advantages of Perma-Stone — low first cost, permanent beauty without upkeep, effective insulation, safety from weather, fire, vermin. Also shows ways to beautify *interiors* with Perma-Stone. Mail the coupon today for FREE BOOK.

PERMA-STONE
Reg. U. S. Pat. Off.
for Beauty • Permanence • Strength

PERMA-STONE is the registered mark of the PERMA-STONE COMPANY, originator of moulded stone wall-facing. Don't be fooled by imitations when Perma-Stone is better and costs less. Used nationally for over 20 years.

Perma-Stone Co., Desk E-1
719 E. Hudson St., Columbus 11, Ohio

Send free book, "Modernizing Magic," and name of your local dealer.

*Name*_____

*Street*_____

*City*_____ *State*_____

MEET THE NEWEST MEMBER OF A FAMOUS GARDENING FAMILY



new instant VIGORO*

COMPLETE PLANT FOOD IN WATER SOLUBLE FORM

*Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.

● America's favorite plant food is now available in *two* forms. There's famous regular Vigoro. And—for those who prefer a liquid plant food—new Instant Vigoro, complete plant food in water soluble form.

You simply mix this new type Vigoro with water and sprinkle it on—as easily as you'd water the lawn or garden.

In a matter of *days* you can see results. For Instant Vigoro dissolves immediately. It makes nutrients instantly available for plant use, thereby speeding vital growth. It's ideal for transplanting, leaf and supplemental feeding.

Whether you apply Vigoro in dry form or Instant Vigoro in liquid form, you are *sure* of the results that come only from feeding *complete* plant food.

Get Instant Vigoro from your regular Vigoro dealer. Complete feeding instructions on container.

*Tiny concentrated crystals that dissolve in water and provide complete, instant feeding action.

*Can be used directly on leaves (even on exposed roots) because it's applied as a liquid.

*Like regular Vigoro, new Instant Vigoro is so complete it can make plants grow even in plain sand.

*Like regular Vigoro it's perfect for flowers, lawns, vegetables, trees, shrubs.





Shrub too close to house? O.K. Just dig wide trench to new site, 2 ft. or so away, and around behind bush

DON'T BE AFRAID

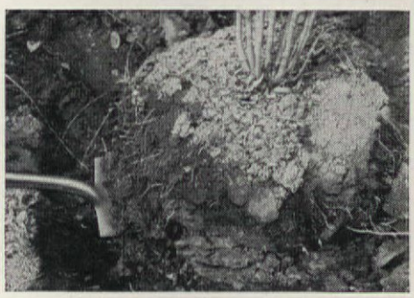
TO MOVE 'EM

MARION OWENS HOURDEQUIN

If a plant in your garden doesn't look or behave as well as you think it should, don't be afraid—move it! We always do, just as soon as we have found what we consider the right location for it—except in the case of special items such as bulbs, poppies, and peonies that prefer a particular moving time. You may shake your head in dismay, but in our experience this procedure has many times saved our garden from repeating for a second season a picture of clashing colors, and it has changed a mediocre area into an eye-catcher. After all, why be guilty of cruelty to plants by keeping them where they are unhappy any



After circling plant, cut larger roots off cleanly to promote growth of new fine feeding roots when plant is in its new position. That goes whether the move is a long or a short one



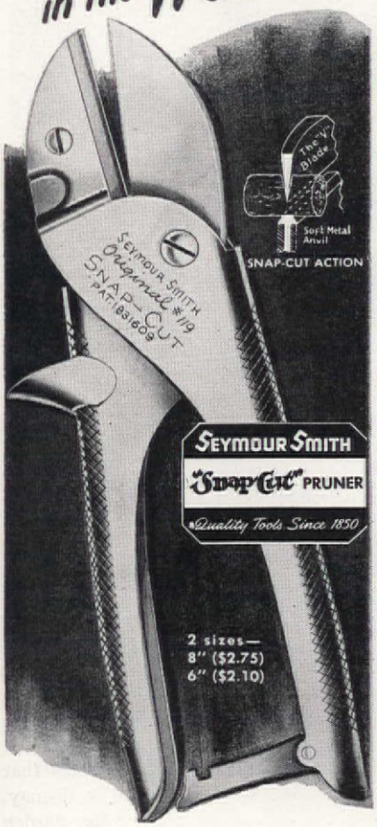
Now work with sharp spade around bush and under-cut it, prying gently upward to free what roots you can, and break rest. When it is loose, pry from back, slide it along trench without breaking ball



When in place, fill in soil quickly, tread well to prevent roots drying; keep soil wet for 48 hours. Prune back to base, dead or unwanted branches

Picture story by Jackson Hand

This, we believe, is the FINEST PRUNER in the WORLD!



Not an idle boast! For over 100 years we've been making garden tools—*not as a side line*—but as the life work of four generations of Yankee craftsmen. The famous "Snap-Cuts" embody everything we've learned in a full century. The "Snap-Cuts" out-cut any other pruner—and out-sell all others, too! A sharp, tempered steel blade operates on a soft, non-dulling metal anvil. You snap ¾" branches with ease. It will amaze you.

Yours, with our compliments,



this brand new 28-page book on how to prune to improve health, beauty and yield—a gift to each purchaser of a Seymour Smith garden tool. Simply mail us coupon packed in box. We send book postpaid, without charge. Or, mail coupon below with 10¢ to factory.

VISIT YOUR LOCAL DEALER TODAY—Remember the name — SEYMOUR SMITH "Snap-Cut". Look for the name on the tool. There is NO "equivalent" of the "Snap-Cut".

SEYMOUR SMITH

Seymour Smith & Son, Inc., Oakville, Conn.





SEYMOUR SMITH & SON, INC.
32003 Main St., Oakville, Conn.
Sirs: Enclosed find 10¢ for which please send your new book "How to Prune".
(Please write your name and address in margin of page.)

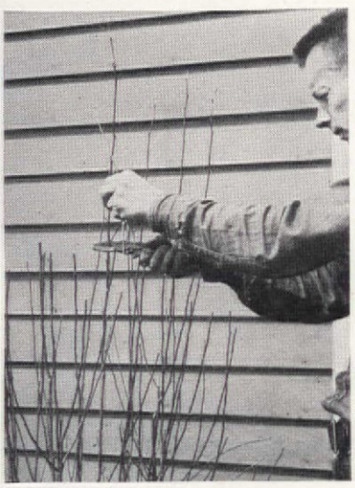
Don't Be Afraid

(Begins on page 128)

longer than it takes to find places that they like, and thrive in?

If we wait for the orthodox spring or fall transplanting period before moving a misfit, we often find that, despite carefully made labels and planting plans, the subjects we had (presumably) marked for moving blithely reappear in their old—and wrong—places. Probably our not-too-dependable memories or our less-than-adequate reminder systems did not function properly at such times; but considering all the garden chores there are to take care of at the beginning and end of a season, is it any wonder?

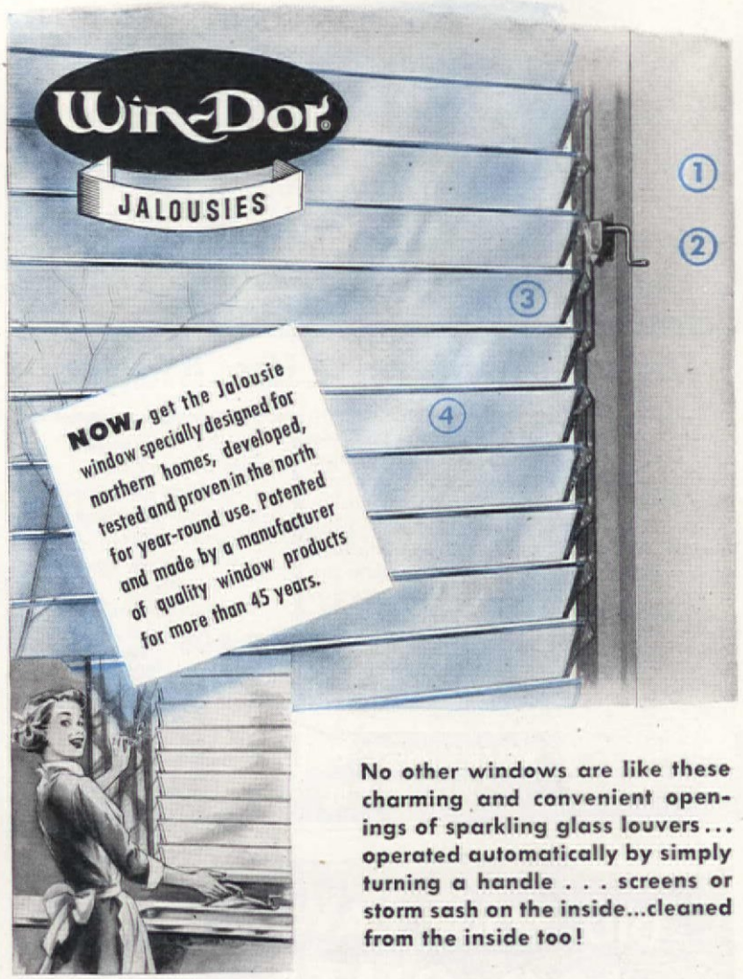
And so we have shifted with excellent results—not only when buds were beginning to show color, but even when the plants were in bloom—many varieties of phlox, bearded and Siberian iris, daisies, delphinium,



When moved as directed on page 128, a shrub suffers minimum shock and requires minimum pruning to balance top and reduced root system. Mere heading back like this may suffice

hemerocallis, chrysanthemums, aquilegia—in fact about every kind we grow. Needless to say, we take the precaution of choosing an evening or overcast day for the work, and prepare the soil in advance by mixing a handful of bonemeal with what will be the bottom of the hole. Unless the soil is loamy and friable, we also add leaf mold or peat moss to help it hold moisture. Also, in digging the plants to be moved, we are careful to take a generous ball of earth so as to disturb the roots as little as possible; and when they are in place, we press the soil down around them so there are no air pockets. Then we water thoroughly and, especially if the plants are young ones, add a little of one of the root-stimulating hormone preparations to the water. For the next day or two, until they are thoroughly at home, we shade them with baskets or newspaper cones.

A really new kind of window and so convenient in every way

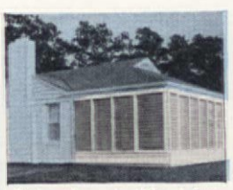


No other windows are like these charming and convenient openings of sparkling glass louvers... operated automatically by simply turning a handle . . . screens or storm sash on the inside...cleaned from the inside too!

A COMPLETELY WEATHERSTRIPPED YEAR ROUND WINDOW

1. The famous Win-Dor operator opens and closes the louvers and automatically locks them in any position.
2. Removable handle provides easy operation . . . eliminates reaching over sinks, and provides convenience anywhere.
3. Patented hardware includes stainless steel weatherstripping. Louvers may be opened even during rains.
4. Win-Dor Jalousies give controlled ventilation, winter or summer and have less wind infiltration than the average, typical window, and do not rattle.





Jalousies are ideal for porch enclosures and breezeways. You actually live outdoors . . . inside.

Win-Dor Jalousies for new or old houses are simply wonderful. Know more about them. Get this booklet now.



The Casement Hardware Co.
Dept. S-3, 612 N. Michigan Ave.
Chicago 11, Illinois

Gentlemen:
Please send complete information about Win-Dor Jalousie windows and porch enclosures.

Name_____

Address_____

City_____ State_____

WHEN BUYING A PAINT ROLLER...



Remember... Only MAGIKOTER Gives You All These 5 GREAT FEATURES!

Rolls Paint on Like Magic!

MagiKoter is the easiest, fastest, cleanest, most convenient method of home painting ever invented! You paint overhead without getting paint on your clothes or in your hair. You paint 2 to 3 times faster than with a brush. No dipping roller in paint. With MagiKoter the paint goes into an aluminum cylinder and comes out through the sleeves. It gives a beautiful finish. Don't accept substitutes. Insist on MagiKoter, the world's finest painting tool!



1 No Pan, No Dip, No Drip!
2 All Aluminum Cylinder . . . Light-Weight and Rust-Proof!
3 One Filling Holds Enough to Cover 75 sq. feet!
4 No Streaks, No Laps, No Brush Marks!
5 Amateurs Paint Like Experts!

$4.95 FTC Slightly higher west of Rocky Mts.

WORLD'S FINEST PAINTING TOOL — MAGIKOTER®

DID YOUR LAWN "GO OUT" LAST SUMMER?



LAST summer was a wicked season. Ever so many lawns couldn't take the hot dry winds, the blazing sun, plus the prolonged draught during the summer of '52. Crab grass thrived, however.

This spring, consequently, your lawn needs an early feeding of Woodruff Turf-Maker Lawn Food. It also needs an immediate sowing of Woodruff Turf-Maker Lawn Seed. This seed is treated with Du Pont Arasan for protection against seed decay and soil-borne diseases. Arasan insures fullest germination.

No lawn seed mixture is finer than Woodruff Turf-Maker for making a long lived turf. Ask your dealer for.....

Woodruff Turf-Maker Lawn Seed—Lawn Food



Ask any Woodruff lawn seed dealer to give you the four free Woodruff booklets on lawn management, or we shall be happy to mail them to you direct. You will find them most helpful.



Woodruff SEEDS

F. H. Woodruff & Sons, Inc.

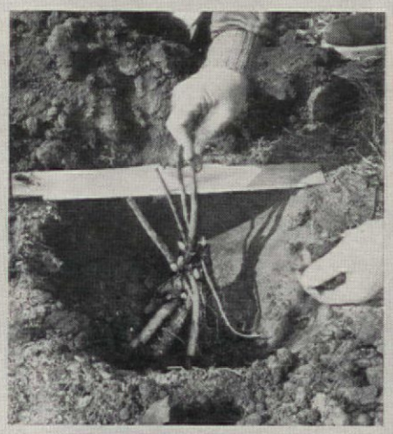
Milford, Conn. • Toledo, Ohio • Bellerose, L. I. • Atlanta • Sacramento

Shopping for Peonies

(Begins on page 48)

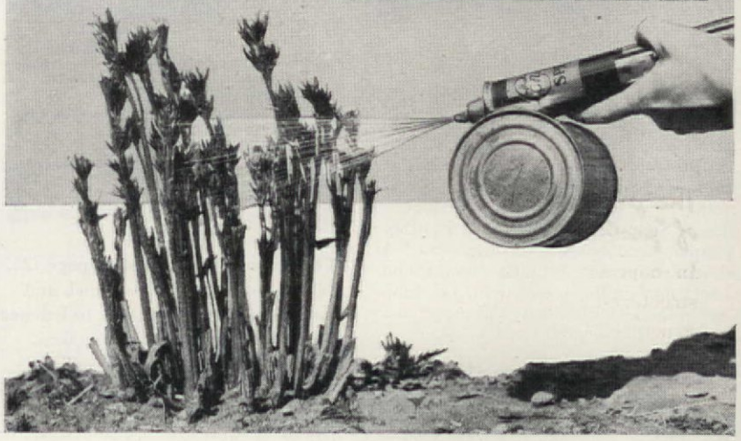
PLANTING—

Here's a good strong peony root held (by last year's stem) in proper planting position, in an adequate hole dug in soil well prepared in advance. The stick isn't essential, but helps get root at proper depth—with the buds or eyes just 2 in. below soil level. Now, fill soil in around roots—carefully so as not to injure them or the eyes



Firm soil well, with fingers and by treading, always with care. When it is level with the eyes, pour in a gallon or two of water, let it sink in, then finish filling hole (right). To prevent winter heaving of plant (and root injury), mound up soil several inches high. In spring, cultivate it down again





SUMMER CARE—

As soon as plants are above ground spray with bordeaux mixture to prevent leaf spot, repeating just before and after they bloom. For thrips, use the chlordane-DDT mixture recommended on page 133



Cultivate as often as necessary to keep weeds down; or mulch, if the soil is well drained, not too heavy. In fall, when tops yellow, cut and burn them to destroy disease spores, prevent infection next spring. As a rule, no winter protection is needed

IN YOUR GARDEN

Friendly Soil

Some soils are just naturally "unfriendly." Because they are poorly structured, they pack, cake and crack — making it extremely difficult for seeds to germinate and emerge. Root formation is discouraged — water absorption is minimized — healthy growth is retarded. Other soils, once responsive, have become problem soils through abuse and neglect.

In either case, these soils can be changed to "friendly" soils—*by treating them with Krilium soil conditioner.* It makes the big difference in soil structure—maintains the soil in loose, porous, crumbly, easy-to-work particles. Water and air are readily absorbed—germination, root formation and emergence are greatly encouraged. Healthier plants come up in larger numbers.

Soil structure Key to productivity

Soil scientists agree that good soil structure is the key to greater productivity. The reason is very simple. Because well-structured soil remains loose, crumbly and porous, it is most favorable to seed germination, root formation and seedling emergence. It gives plants the right start early in life.

The problem of "problem soil"

In contrast to soil that is well structured, soil that is poorly structured will pack, cake and crack—it shrinks and tightens up under the impact of repeated sun and rain—often gets hard as a brick—acts to choke off germination, root formation and seedling emergence. Naturally, plants don't get off to a good start—many of them don't even come up. Soil like this responds to Krilium.

How to get the most from soil conditioning

First — use Krilium soil conditioner. Its ability to maintain good soil structure is backed by the experience of soil scientists throughout the country who have tested it for years.

Next—prepare soil as you usually do when you get it ready for seeding.

Then—mix Krilium into the soil, following simple directions. (Krilium has a lasting good effect on soil structure; it saves you hours and hours of backbreaking work for years and years.)

Easy to apply

Pictures at right show better than words how easy it is to apply Krilium.

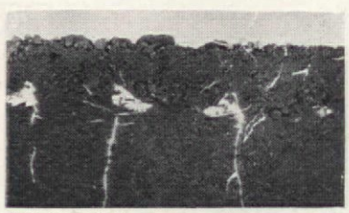


Prepare soil for seeding as you usually do. Apply Krilium to surface — then mix in.



After Krilium is mixed into soil, follow your usual seeding practice.

Step-by-step results of Krilium soil conditioning



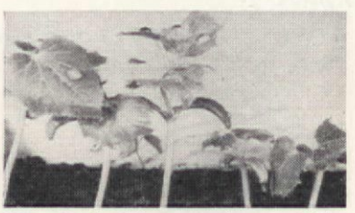
This "profile" photograph shows early stage of germination in Krilium-treated soil. Note loose, crumbly structure.



How root formation and the beginnings of free and easy emergence are encouraged by proper soil structure.



Showing completed emergence and the formation of a strong, healthy root growth. Plants are firmly established.



Note the healthy starts for vegetables and flowers assured by Krilium soil conditioner. Gardening is a pleasure!

Don't put up any longer with problem soil that is naturally unfriendly, or has become so through abuse and neglect. Get Krilium — change to friendly soil! At your dealer's — in 1-lb. and 5-lb. home-garden packages; in 10-lb., 25-lb. and 50-lb. full-strength formula for large-area use.

Monsanto Chemical Company, Merchandising Division, 1700 South Second Street, St. Louis 4, Mo. In Canada, Monsanto Canada Ltd., Montreal, Toronto, Vancouver.

SPECIAL—NEW FERTILIZER

Try Folium* — the new Monsanto water-soluble leaf-feeding fertilizer — companion to Krilium — available at your dealer's—in 2-oz. package for indoor use; in 1-lb. and 5-lb. packages for outdoor use.

Krilium: Reg. U. S. Pat. Off.

**Monsanto Trade-mark*



Everyone's Talking About the Great New

Homko



Lightweight Rotary Power Lawn Mowers

*Homko will be the topic of your conversation too when you discover how smoothly and evenly it cuts...with so little effort from you. They're really fun to operate...easy to maneuver, and even tough weeds and sloping terraces are no match for Homko's whirling rotary blade. See . . . try, the new Homko lightweight rotary power mower, the mower that's built for years of dependable, trouble free service.

Trims closely around hard to cut flower beds, trees and shrubs with ease.

Extremely well guarded, lighter in weight than most hand mowers.

Direct drive airfoil shaped blade straightens grass then cuts smoothly and evenly.

Cutting heights adjustable from 1" to 2½".

WRITE TODAY FOR ILLUSTRATED FOLDER DEPT. A-1

The Homko line includes reel and rotary type power mowers with cutting widths from 16" to 30"

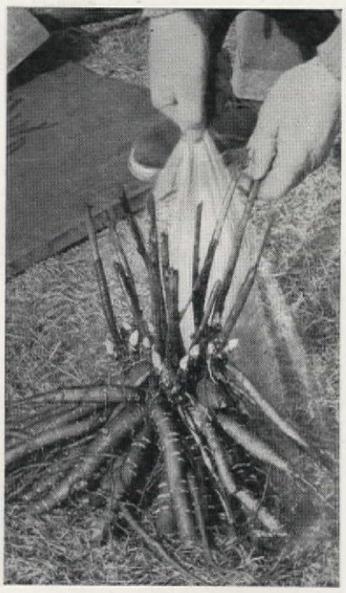
Western Tool & Stamping Co.

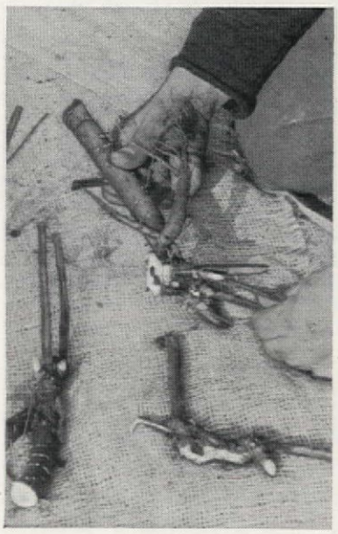
2725 Second Ave., Des Moines 13, Iowa

Peonies

(Begins on page 48)

exhibition; but some fine show varieties have weak stems and need support in the garden. Peonies make handsome specimen plants and do well in borders, alone or combined with other kinds, such as spring-flowering bulbs and lilies. After the former bloom, the peonies grow up and hide their dying foliage, then shade the ground and keep it cool for the lilies. The site should be in full sun if possible, well drained, free from competing tree roots, and of reasonably good soil. Prepare it well in advance of planting time (from September in the North and October farther south, to freeze-up time) as follows: Dig a hole at least 12" deep, and twice that for best results. If soil is poor, replace it with the best obtainable, filling to





To divide a clump, dig it carefully; wash off all soil (above); cut, with sharp knife, into divisions each with 2 to 5 good eyes (buds) and 2 or 3 good roots; trim roots to 6" or so long (as in lower picture)



INVITATION FOR A Scotts LAWN

Send today for a FREE 2 year subscription to LAWN CARE These proven lawn "tips" will save you time, money and above all make your lawn the pride of the neighborhood. Just write...

O M Scott & SONS CO
109 Spring St., Marysville, Ohio
also Palo Alto, California

"SCOTTS" AND "LAWN CARE" ARE REGISTERED TRADEMARKS OF O M SCOTT & SONS CO

HYPONeX PLANT FOOD

Grows Better Plants Faster In SOIL, SAND or WATER

Simply dissolve and water all your houseplants, garden flowers, vegetables, shrubs, lawn. Produces more and larger flowers and fruit. Excellent for seedlings, cuttings, transplants. Clean, odorless. Won't burn foliage or roots if used as directed. Contains all nutritional elements — plus vitamin B1. Feeds instantly.



Guaranteed by Good Housekeeping

If your dealer can't supply you send $1 for 1 lb. can. Makes 100 gallons.

HYDROPONIC CHEMICAL CO., Inc., Copley, Ohio, U.S.A.

Waterlilies

The loveliest of all flowers that can be grown at home. Exquisite jewel-like colors. Nearly every bloom reaches perfection. Easy to grow in tub or pool. Write today to nearest office for your free copy of new colorful 1953 catalog.

THREE SPRINGS FISHERIES
533 Main Road, Lilypons, Maryland
Box 508, Dept. 533, Salisbury, N.C.
Box 971, Dept. 533, Worcester, Mass.

25 Bulbs-Deluxe Mixture GLADIOLUS 25¢

REGULAR VALUE $1.00

50th anniversary offer

Size ¾" to one inch across "Not Bulblets," Guaranteed to bloom this summer. 10 or more varieties in this mixture. Send 25c in coin for this $1.00 Value, and we will include Big Bulb, Plant & Seed Catalog. FREE

CONDON BROS. SEEDSMEN Dept. 13 Rockford, ILL.

LEARN LANDSCAPING

Men—Women! Profitable career—absorbing hobby. Thorough, easy-to-follow home-study course takes 8–12 months spare time. Landscape gardening for homes, estates, parks, cemeteries. Successful graduates throughout the world. 37th year. Catalog.

American Landscape School
6694 Grand Ave.
Des Moines 12, Iowa

Giant DAHLIAS FROM SEED IN 10 WEEKS

World's most famous varieties. Produces gorgeous blooms from July to frost. Send 10c in coin for 50c Pkt. (50 Seed) and Copy Of Our Big Illustrated Garden Catalog FREE

CONDON BROS. SEEDSMEN Dept. 19 Rockford, ILL.

WATER LILIES

Beautiful New 1953 Free Catalog in full color. Large blooming California plants thrive anywhere. Postpaid prices. Large selection. Special two year old Blue Triumph tropical lily shipped in bud. Flowers to 12 inches. Postpaid $3.50. Small or large pool. Full instructions. Order today.

JOHNSON WATER GARDENS Box 31, Paramount, Calif.



Gravely Solves Upkeep Problems Without Drudgery!

Powerful!

21 TOOLS Save Time and Work

Enjoy Your Home!

Now . . . more time to *enjoy* your home! With the powerful 5-hp Gravely Tractor, metal muscles do 21 lawn, garden and field jobs better, faster, *with less work!*

All-gear drive, power reverse. Economical to own, the Gravely Tractor is a lifetime investment in a more beautiful setting for your home!

Twenty-one tools for one Gravely Tractor mean a choice to fit your particular needs. Remember, only the Gravely does so many jobs so well—*and so easily!*

"Power vs Drudgery" tells how to put POWER to work for you. Write for it today!



Free Booklet—Write Today!



GRAVELY Box 313, Dunbar, W. Va.

Weeds up and coming!

keep your lawn weed-free with

End-o-Weed



SO EASY AND QUICK. JUST MIX WITH WATER AND SPRINKLE IT ON.

Dandelions and other unsightly weeds needn't mar the beauty of any lawn this year. With End-o-Weed, improved 2,4-D weed killer, you can actually spray them away.

End-o-Weed is remarkably easy to use. You merely mix it with water (8 ounces will treat 1600 sq. feet) and spray it on. Thus, an entire lawn can be weeded in less than an hour.

Although End-o-Weed doesn't harm ordinary grass, it has been proved effective on more than 100 different kinds of lawn weeds. Kills leaves, stems, and roots. Get End-o-Weed from the dealer who sells you Vigoro.

End plant and lawn pests, too!



End-o-Pest—All purpose dust—provides the pest protection every garden needs. Gets chewing and sucking insects, fungus diseases.

End-o-Pest ARC—Kills ants, roaches, chiggers and many other lawn pests. Mix with water and apply. Effective up to 90 days.



Peonies

(Begins on page 48)

within 8" of the surface and working in about a pound of good commercial fertilizer or bonemeal. (You can use well-rotted manure but keep it and any fertilizer deep where the roots won't touch it.) Firm the soil to prevent future sinking, fill hole with good soil (no plant food), and leave until time to plant. (See page 130 for details and seasonal care.) To control thrips, spray when the buds form and twice more at ten day intervals, with a mixture of six teaspoons each of chlordane and 50% wettable DDT, and half a cup of sugar or corn syrup to three gallons of water. Destroy plants infested with nematodes or incurable root-knot. Cut out and burn parts affected with botrytis blight, then spray the plant with bordeaux.

What size roots shall a beginner buy? The best is a "standard division" of three or more eyes (buds) with at least two good root prongs 4" to 8" long; or else a plant one year old from division. Smaller pieces may give good results, but need more time and care. Two-year-old plants do well in the South, but I don't recommend larger ones. Choosing varieties is an individual matter, of course. For garden effect, choose kinds with good stems, and include some that bloom at different times. Here is a list of a few of the many available at moderate prices, in order of flowering, from early to late. T (tall) means over 40"; M (medium) 30" to 40"; and D (dwarf) below 30":

Single (all fairly early and above M): White or blush: Le Jour, White Perfection, Krinkled White. Pink: Helen, Angelus, Sea Shell. Red: Arcturus, Man o' War, Imperial Red.

Japanese (a little later): White or blush: Isani Gidui (M), Lotus Queen (M), Roberta (T). Pink: Yellow King (T), Ama-no-sode (D), Largo (M). Red: Nippon Brilliant (T), Mikado (M), Sword Dance (M), Charm (M).

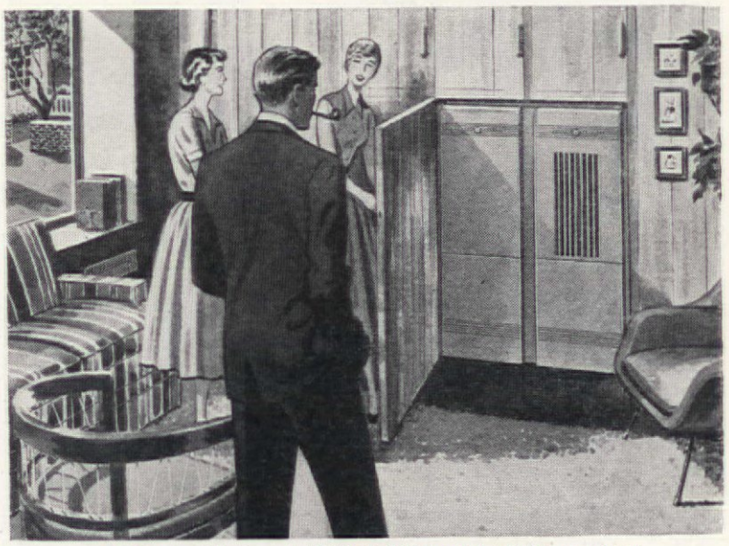
Semi-double: White or blush: Aerie (M), Mildred May (T), Minnie Shaylor (T). Pink: Silvia Saunders (D), Garden Princess (T), Phyllis Kelway (M). Red: Fireball (M), Red Goddess (M), The Mighty Mo (T).

Double: White: Elsa Sass (M), Kelways Glorious (M), Mrs. Edward Harding (T), Frankie Curtis (D). Blush: James Kelway (T), La Lorraine (M), Baroness Schroeder (M). Light Pink: Marietta Sisson (D), Mrs. F. D. Roosevelt (M), Nick Shaylor (M), Dark Pink: Edulis Superba (M), Mons. Jules Elie (M), Sarah Bernhardt (M), Martha Bulloch (T). Red: Richard Carvel (M), Cherry Hill (T), Karl Rosenfield (M), Phillippe Rivoire (M). (The old white, Festiva Maxima, is still tops.)

In the American Peony Society's ratings, the top variety is Kelways Glorious, scored at 9.56 of a possible 10. Second is the light pink Therese with 9.54. Among the fine but more expensive varieties are Casablanca (M), Jacob Styer (T), Annisquam (M), Dolorodell (T), Ave Maria (M), Tondeleyo (T), Bonanza (M), Kansas (T), Lowell Thomas (M), Mark Twain (T), Mattie Lafuze (T), Doris Cooper (T), Victory (M).

A new Peony Handbook can be had for 25 cents from the Secretary, American Peony Soc'y, Rapidan, Va.

New G-E Air Conditioner Brings ALL-YEAR COMFORT Within Your Reach



Look how small it is—only 55" high, 30" deep! And it fits anywhere!

For homes of every size and every climate, General Electric now offers a wonderful new year-round air conditioner. A single, compact, good-looking unit cools and heats your entire home, using either gas or oil for heating according to your choice, and electric refrigeration. Automatically cools, dehumidifies, heats, filters and circulates the air! You'll be surprised how economical it is to have G-E all-season comfort—only a few dollars a month when added to realty mortgage payments.



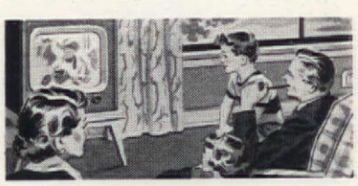
YOU'LL START OFF YOUR DAYS FEELING BETTER, and you'll work better, too. When you sleep cool, you awake refreshed, alert, no matter how hot it is outside. In winter, you'll enjoy draft-free warmth, uniform temperatures, low fuel bills.



EVERYTHING'S CLEANER. Even in the hottest weather there's no need to open windows and let dirt in. Summer and winter, the G-E Air Conditioning unit filters out dirt, dust and pollen. There's less washing, dusting, vacuuming! More time to relax.



SO QUIET, SO PEACEFUL. Baby's afternoon nap is undisturbed by street noises, dogs barking, youngsters yelling, trucks rumbling by. You don't need to raise a window for ventilation. G-E is "whisper-quiet."



SET IT AND FORGET IT! The G-E Year-round Air Conditioner needs no attention. No furnace-tending ever—no waste to cart out. Dial the indoor climate you want. G. E. does the rest.

Now installed in new low-cost homes. Ideal for modernization of existing homes.

GENERAL ELECTRIC

FREE!



General Electric Company, Dept. AH 3, Air Conditioning Division, Bloomfield, N. J.

I want to find out more about the new G-E Year-round Air Conditioner. Send free booklet, "Spring in Your Home."

NAME.....

ADDRESS.....

CITY.....STATE.....



NEW FORM OF TRACE ELEMENTS MAKES GARDENS FLOURISH

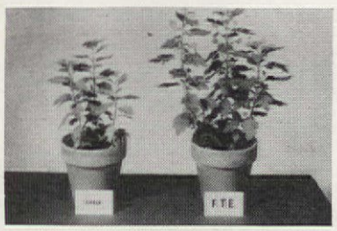
You can give your gardens new life this spring by applying a new, *slow-soluble* form of essential trace elements that *lasts all season.*

Commercial growers know that plants need these trace elements for full, healthy growth. Where trace element deficiencies exist, normal fertilizers, which contain only nitrogen, phosphorus and potash, are not enough. Many soils, treated regularly with these commercial fertilizers, continue to decline in productivity because they lack long-lasting trace elements. Plants are starved for essential minerals.

This trace element starvation can result in a variety of symptoms. Foliage may be sparse, mottled or discolored. Plants may be immature. Vegetables may be poor in quality and in yield. These defects may be appearing in your plants, caused by your particular soil conditions.

FTE* promotes healthy growth and full yields

A new way of putting the essential trace elements back into soils has been developed by agricultural science. Vital plant minerals can be introduced into your soil in a *slow-soluble* form called FTE (fritted trace elements).



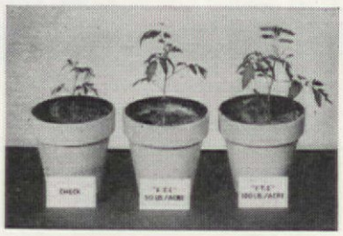
Compare size and healthy growth of FTE-treated chrysanthemum on right with check plant on left. Except for the addition of FTE to pot on right, both plants were grown in normal soil.

FTE used by farmers, truck gardeners and nurserymen has produced beneficial effects on vegetables, field crops, fruits, shrubbery and flowers.

New, slow-soluble FTE stays available in soil

FTE is a specially formed material containing iron, manganese, copper, zinc, boron and molybdenum.

The new *slow-soluble* quality of FTE keeps it in the root area, constantly available to plants throughout the growing season. It does not dissolve out of the soil quickly and leave plants starved. FTE requires only one economical application. It is also nontoxic.



Tomato plants grow faster, larger, have better yield in soil treated with FTE. Note increased growth possible with larger application of FTE and with no danger of toxicity.

HOW NEW FTE IS APPLIED

FTE is now available for direct soil application in a 1-lb. canister or in 5-lb. and 50-lb. bags, through *E. I. du Pont de Nemours Co., Inc., garden product distributors.* It should be worked into the soil in the plant root area. Normal application for flower and vegetable growth is 1 lb. per 400 sq. ft.

FTE is also available as an additive in commercial fertilizers. Ask your garden supply dealer for FTE, both in packages and in complete fertilizers. Look for "FTE" on labels or bags. For further information write Ferro Corporation, Cleveland 5, Ohio. In Canada, write Ferro Enamels (Canada) Ltd., Oakville, Ontario.

Write for Free Bulletin

FERRO

F·T·E

(Fritted Trace Elements)

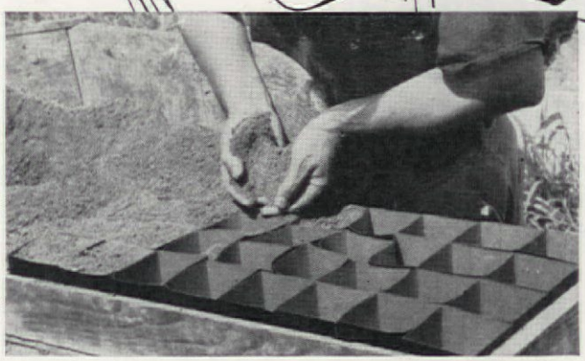
*Patent applied for

Trademark

Seeds in A Flat



Vegetables such as melons, pole beans, and squash, and some flowers, that object to being transplanted, can be started in thin wooden "plant bands" set in a shallow box or "flat"



With the boxes in place, fill them with soil that is loose and good but not too rich. Scrape off excess soil with ruler or stick to leave a level seed bed. If you make your own flats, proportion them to hold snugly a certain number of bands. The one shown here might prove inconveniently heavy and unwieldy



In each band, plant two to five seeds according to their size; when the seedlings come up, thin them out to the strongest (tomato, pepper, cabbage, etc.), or the best two or three (of melon, corn, etc.). Cover to a depth about twice their major diameter, and water with gentle spray or by setting flat in water

ENJOY the Lasting Satisfaction of an Eclipse



ROCKET 20"

brings you an entirely new concept of effortless, precision power mowing for the average lawn.

UNMATCHED PERFORMANCE . . .
Year after year, millions of Eclipse owners get dependable trouble-free mowing perfection . . . easy, economical maintenance of better looking lawns . . . with minimum time and effort.

Only an Eclipse offers all of these Features:

- Power-driven wheels.
- Power-driven heavy duty reel.
- Power-driven sharpener.
- Finger-tip controls.
- Dependable Briggs & Stratton 4-cycle engine.
- Five sharp durable blades.
- Specially tempered lower knife.
- Timken bearings in reel.
- Patented floating NATURAL-GRIP, all-steel handles.
- Positive action clutch.
- Diamond roller chain drive.
- Goodyear puncture proof tires.
- Beautiful "all-weather" finish.

53 years' experience devoted solely to the design, engineering and production of quality lawn mowers.

SERVICE AND PARTS . . .
You are assured spare parts and reliable service by a company with 53 years' devoted solely to making quality lawn mowers. Authorized Parts and Service Distributors conveniently located.

CHOICE OF MODELS . . .
Reel or Rotary; Power or Hand. You can get the *right* Eclipse model, big or small, to best meet your grass cutting requirements.



***All the Facts Are Yours* FREE!**

Write for illustrated booklet with details on the complete line of Eclipse Lawn Mowers. In addition, we'll send a booklet by a noted authority on how you, too, can have a beautiful lawn.

Finish Faster . . . Feel Fresher . . . with an Eclipse



THE ECLIPSE LAWN MOWER CO.
Division of Buffalo-Eclipse Corporation
503 Railroad Street Prophetstown, Illinois
Model names are registered trade-marks of The Eclipse Lawn Mower Co.
Eclipse Power Lawn Mowers are manufactured in Canada by MAXWELL, LIMITED, St. Marys, Ontario

A flat

(Begins on page 134)



Keep flat in greenhouse, sunny warm window, or hotbed and cover it (until first seed germinates) with damp newspaper, burlap, or blotter. Thereafter, shade lightly to retard soil drying. As season advances, harden off seedlings by giving more ventilation and, in electrically heated bed, lowering temperature



When conditions outdoors are right, prepare the soil by spading in compost and plant food and putting it in "good tilth." Slide or break off enveloping band; set plant in hole quickly, without disturbing root mass; water; fill in loose soil

WHEN YOU CHANGE YOUR ADDRESS

Please report both new and old addresses directly to The AMERICAN HOME, five weeks before the change is to take effect. Copies that we address to your old address will not be delivered by the Post Office, unless you pay them extra postage. Avoid this unnecessary expense by notifying us five weeks in advance.

THE AMERICAN HOME Subscription Dept.
American Home Bldg., Forest Hills, N. Y.

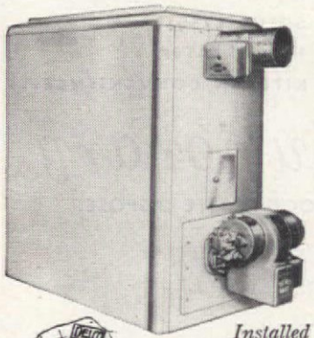


GREEN BAY, WISCONSIN. Mrs. Harold Lavin, 510 N. Webster Avenue, says: "We are thrilled with our Delco Oil Conditionair unit installed by the Northern Metal & Roofing Co. Over a period of three years, our fuel bill averaged only $128, which was far below our wildest expectations for our six room and bath home." **$128.00**

Pay low, low fuel bills with DELCO-HEAT

FROM coast to coast come more reports every day of sensational monthly fuel savings being pocketed by Delco-Heat home owners. Multiply these savings by just a few years and you can see why many owners claim Delco-Heat soon pays for itself.

Put the magic of General Motors engineering to work in your new home or modernizing program—insist on continuous, even-comfort, low-cost Delco-Heat. Whatever the heating method—whatever the fuel—Delco-Heat and Delco-built synchronized controls make your fuel dollar go farther now and for the life of your home. For FREE Heating Survey, see your nearest Delco-Heat distributor. Or mail coupon today!



DeLuxe Model Conditionair OPC-LD
Forced warm air heat . . . furnace section and blower filter enclosed in single streamlined wrap-around jacket. Stainless steel combustion chamber. Exclusive Circle Air Radiator for faster heating with less waste. Modern, compact, quiet.



Installed and Serviced By Factory Trained Heating Experts.

GENERAL MOTORS DELCO-HEAT

Manufacturers of Delco-Heat burners, boilers, Conditionairs, water heaters and Delco Water System pumps.

FREE
All the facts you need to know about home heating

DELCO APPLIANCE DIVISION, Dept. AH,
General Motors Corp., Rochester 1, N.Y.

☐ Please send me free information about low-cost Delco-Heat.
☐ Please send your Delco-Heat engineer for FREE heat survey.

Name.....
Address.....
City.....*Zone*....*State*.....



Contractors, architects, proprietors of motels, apartments, hotels, resorts, institutions: Write today for illustrated catalog and specification sheets.

Complete kitchen in 5 sq. ft.! Combines 4 cu. ft. refrigerator, horizontal freezer holding 9 ice trays, inner door shelf, storage drawer, 12" x 16" sink, 3 gas burners, timer. Available with electric burners, 220 or 110v. Also without sink. 5 year guarantee.

GENERAL
air conditioning corp.
NATIONWIDE SALES AND SERVICE

Los Angeles: 4536 E. Dunham Street
New York: Dept. D, Suite 543, 11 W. 42nd St.
Chicago: Dept. H, 323 W. Polk Street



Stop BEING A GARBAGE COLLECTOR

NOW
SPEND LESS
FOR GREATER
KITCHEN CONVENIENCE...

Revolutionary
FOOD WASTE DISPOSER

fits any budget —
fits any sink!

IN-SINK-ERATOR
FOOD WASTE DISPOSER
ISSUED 99 Months

The only disposer that saves you money because it telescopes to fit your present plumbing.



No plumbing to relocate—no chopping of wall or floor. Quickly installed—easily removed...ideal for renters.

Where present waste line appears too high for direct connection—Telex 99 telescopes for easy alignment.

Adjusts right on the job quickly and easily. Saves you costly special fittings and expensive extra labor.

Write for free literature and dealer's name
IN-SINK-ERATOR MFG. CO., 1253 Fourteenth St., RACINE, WISCONSIN

WHERE CREDIT IS DUE

BUILD IN YOUR COLOR
Pages 30, 31: All prices are approximate. **1.** asphalt shingles (price per 100 sq. ft. about $6.85), Certain-Teed; siding (factory-stained wood shingles come 18" in length, varying widths; cost per 100 sq. ft. about $16.75, less installation), Dua-Laps. **2.** asphalt shingles (price per sq. ft. about $9.00, not installed), Barrett; siding is Colorbestos by Johns-Manville (siding is asbestos-cement panels that come in panels 32" x 96", cost about 15¢ per sq. ft.). **3.** asbestos roofing shingles (cost per 100 sq. ft. about $8.50), Johns-Manville; siding (18" factory-stained wood shingles, cost roughly $20.00 per 100 sq. ft.), Olympic. **4.** asphalt shingles (cost about $8.50 per 100 sq. ft.), Johns-Manville; wood siding shingles (pre-stained, 18" long and of varying widths, cost about $20.00 per 100 sq. ft.), Olympic.

GET GOING FOR SUMMER
Pages 38–41: Designs by: 2016, Vincent Meier; 2017, Sigman-Ward; 2018, The Gilbertsons; 2019, P. Geraci.

LET'S GO SHOPPING FOR PEONIES
Pages 48, 49, 130, 132, 133: Plants and cooperation, courtesy of Martin Viette.

INVITE SPRING TO YOUR TABLE
Pages 52, 53: Hallcraft dinnerware, Hall China Co.; glass dish, E. Harned's, Chatham, N. J.; glass duck, Edward Madison's, Montclair, N. J.

VERY GOOD SMÖRGÅSBORD
Pages 54, 55: All prices are approx. "Village Green" pottery, 16-pc. starter set in Rustic Brown & Silver Pine or Wheat & Silver Pine, $8.95; open stock, moderately priced; Red Wing Potteries. "1810" International Sterling 6-pc. place setting, $33.75. "Color-flax" napkins, 80¢ ea., John Matouk. Stainless-steel cheese spade ($5), beverage napkins (35¢), oil and vinegar set ($9.50), small smörgåsbord tong ($1.25), corrugated tong ($2.50), large-size wheel plate ($2), platform ($8), all from Langbein. Table, L. & J. G. Stickley Co. Inc. "Waitrend" rug, Waite Carpet Co. 2-unit electric stove, "Universal," Landers, Frary & Clark; "Hotray," Salton Mfg. Co.

PLACE AND SHOW
Page 56: All prices are approx. **(Top)** Dinnerware, California "Life" 16-pc. starter set, $7.95; cloth, As You Like It, "Spartan," 63" x 81" $8.95, Ellison & Spring; handmade crystal goblet, $1.75, Tiffin; sterling flatware, "Grand Colonial" 6-pc. place setting, $32.50, Wallace Silversmiths; "Nobility" rug, Cabin Crafts, Inc. **(Bottom)** Dinnerware, "Daybreak" 16-pc. starter set, $4.95, The Homer Laughlin China Co.; cloth, "Luxuria" cotton and rayon, 64" x 84", with 8 napkins, $12.98, The Sandhaus Co.; "Smoke" handmade goblet, 69¢, Morgantown; "Nobility" rug, Cabin Crafts, Inc.

VARIETY IS THE SPICE OF A GOOD COOK
Pages 58, 59: Ivory background, "Luxuria," Sandhaus; bamboo basket, Basket Bazaar; cake server, Dirylite; white tray, Epicure Shop; "Vineyard Green" plate, Edwin M. Knowles; white rope-design plate, Saks Fifth Avenue Guest & Gift Shop; white plate, Russel Wright.

TAKE A CAN OF SARDINES
Pages 62, 63: Green and pink Italian Earthenware, long imported basket, Saks Fifth Avenue Guest & Gift Shop; pink "Gabriel" plate, Winfield of Pasadena; small oval plate, "Daybreak," Homer Laughlin; red tray, Florence Thomas.

SAVE STEPS WITH A LAUNDRY-BATH
Page 74: Tile Council of America; Blackstone washer and dryer; Crane sink.

HOW TO COVER A SLIP SEAT
Page 93: Plaid fabric, Stroheim & Romann.

YOU CAN BEAT TERMITES
Pages 147–149: Arab, U-do-it, Federal Chemical Co., Inc.; courtesy, Agricultural Experiment Station, Rutgers Univ., Brunswick, N. J.

PHOTOGRAPHS
F. M. Demarest: cover, 27–29, 33 (top, bot.), 42, 46–47, 52–53, 54–55, 56, 58–59, 63, 110, 125–126; Robert C. Cleveland: 32 (bot.), 39 (bot. left, right), 44 (mid.), 45 (bot.), 87, 88, 121; Theodore Osmundson, Jr.: 39 (bot. mid.), 40 (bot. left), 41 (top); Ben J. Allen: 32 (top); James Strong: 33 (mid.); Kranzten Studio: 40 (bot. right); Elmer L. Astleford: 38; Eldon L. Fitzgerald: 43, 44 (top, bot.), 45 (top); Michigan State College: 50, 138; Ulric Meisel: 51, 80, 82; Frank L. Gaynor: 64, 108–109 (bot.); Peter Gowland: 94–95 (top); Max Tatch: 94 (bot.); Edward A. Bourdon: 95 (bot.); Morley Baer: 100, 102; Smith Photo Studio: 74; Johnny Melton: 104, 106; George R. Szanik: 108–109 (mid.); George de Gennaro: 84. 95 (mid.), 98 (top), 108–109 (top); Pace from Monkmeyer: 134–135; Wendell Kilmer: 112.

Start here for a better garden



get famous
FERRY'S SEEDS

No wonder gardeners prefer Ferry's Seeds. **SELECTED VARIETIES.** A wide choice of varieties specially selected to thrive under your local conditions. **MOST TRUSTED SOURCE.** America's most widely used garden seeds—the result of complete confidence in the world's largest breeder and grower of home garden seeds . . . and of long-time satisfaction with performance of Ferry's Seeds. Get the best. Get Ferry's Seeds.

There's a FERRY DISPLAY near you
FERRY-MORSE SEED CO.
DETROIT • MOUNTAIN VIEW • MEMPHIS
YOU'LL ENJOY "THE GARDEN GATE." Hear the Old Dirt Dobber's gardening hints weekly on CBS radio.

Advanced Design
LOW PRICES
VIKING
Garden Tractors and Power Mowers



A practical, soundly engineered line of tractors for gardens, small farms, suburban and country homes. New advanced features. One and Two Wheel models. Beautifully balanced—simple and easy to handle.



WALK OR RIDE
Wide Range of Attachments.
Easy Terms — Free Catalog
Write Today
AMERICAN FARM MACHINERY COMPANY
1191 33rd Ave. S. E. Minneapolis, Minn.

10 FOR $1.00
BLUE SPRUCE



10 Colorado Blue Spruce, 4 yr. transplanted, 3 to 6 in. tall — only $1 postpaid; 22 for $2 postpaid! Another Bargain: 25 Evergreens, $3 postpaid; all transplanted, 4 to 10 in. tall. Five each: 4-yr. old American Arborvitae, Red Pine, White Spruce; 5-yr. old Balsam Fir, Mugho Pine, all 25 for $3. (West of Miss. River add 25c). Free illustrated price list of small evergreen trees. ALL TREES GUARANTEED TO LIVE.
WESTERN MAINE FOREST NURSERY CO.
Dept. AH-33 Fryeburg, Maine



California Giant
ZINNIAS
The World's Largest Flowered Rainbow Mixture of Zinnias. Blooms 6" across. To introduce our Superior Seeds and Plants, we will send a Packet of these Gorgeous Zinnias and Big Catalog. Send 3¢ for postage. **FREE**
CONDON BROS. SEEDSMEN Dept. 21 Rockford, ILL.

2-YEAR FIELD-GROWN ROSES LOW AS 25¢
Flowering shrubs, evergreens, shade trees, 25¢ up. Fruit trees low as 20¢. Nuts, blueberries, strawberries. Grapes 10¢. Quality stock can't be sold lower. Write for **FREE** color catalog and $2.00 **FREE** bonus information.
TENNESSEE NURSERY CO., Box 18, Cleveland, Tenn.

AMAZING MULTIFLORA ROSE AS LOW AS
LIVING FENCES 5¢ Per Ft.
Beautify your home with dense rose hedges. At low cost—as little as 5c a foot. Write today for FREE Catalog.
WHITTEN NURSERIES, Box 14, BRIDGMAN, MICHIGAN

Scores of chores

with the multi-purpose

CHOREMASTER

ONE-WHEEL

GARDEN TRACTOR



Quickly changes to power or sickle mower

35 low-cost attachments

The CHOREMASTER takes the work out of lawn and garden chores year 'round. Anyone in the family can operate this compact, powerful tractor. Don't buy several costly single-purpose units.. CHOREMASTER quickly becomes a power mower, cultivator, snowplow or sickle bar. Save on investment, repairs, storage. Just add low-cost attachment as needed.

1½ to 3 H.P. Low as **$154.75,** Freight Extra

Write TODAY for dealer name and literature.

CHOREMASTER DIVISION
Weber Engineered Products, Inc.
862-3 Evans St., Cincinnati 4, Ohio

TRI-OGEN

WORLD'S LARGEST-SELLING GROUP OF

ROSE "GROW-ers"



TRI-OGEN 3-Way ROSE SPRAY

TRI-OGEN 3-Way ROSE DUST

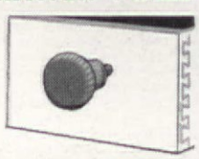
TRI-OGEN 3-Way ROSE FOOD

At garden, hardware, drug stores. New illustrated Rose-growing guide sent free. Rose Manufacturing Co., 124-33 Ogen Bldg., Beacon, N. Y.

THE SECRET OF FINE ROSES

TIGHTEN DRAWER PULLS

EASY! Handles like putty, hardens into wood. Insert sufficient Plastic Wood in hole and force drawer pull back in place. Clean up and let set.



PLASTIC WOOD®

A CELLULOSE FIBRE FILLER

IN CANS OR TUBES

P.S. Stop hinges from squeaking with just a drop of **3-IN-ONE Oil**

Pattern Order Form

Please allow 3 weeks for handling and mailing

(Patterns contain tracings, directions, color guide, list of materials as required)

- ☐ 1268 Picture pattern "How to Make Your Own Draperies." Clear photographs of expert workmanship to make it easy.. 25c
- ☐ 1381 Picture pattern "How to Re-Web and Tie Springs on a Chair." Step-by-step photographs to show you the professional way 25c
- ☐ 1382 Another picture pattern "How To Upholster a Chair." Excellent photographs to show you how to do this job the right way 25c
- ☐ 1424 "How To Make Your Own Slipcovers" will help you do a job you can be proud of. Each step clearly shown, step-by-step 25c
- ☐ 1403 Quilted fruit design for a window valance with instructions for tucked curtains .. 25c
- ☐ 1404 4 fruit designs to quilt on chair seats, place mats, tablecloths. These are very easy to do .. 30c
- ☐ 1405 Large fruit design to quilt and pad for upholstery. Melons and grapes make this an unusually handsome motif. Can be adapted for painting ... 25c
- ☐ 1406 Beautiful delicate floral design of roses and ribbon garlands to quilt for a bedspread and a dressing table 35c
- ☐ 1407 Old-fashioned feather wreath design to quilt for a pillow top, or make a whole quilt with this charming motif .. 20c
- ☐ 1416 A tiny Dragon design to paint on a small box, on tiles, or try it on some small plates 20c
- ☐ 1435 3 Swedish designs for weaving borders on Huck towels .. 20c
- ☐ Complete list of all available patterns 10c

Name

Street Address

City *Zone No.* *State*

See instructions below for ordering patterns.

Order Your Blueprints Here

Please allow 3 weeks for handling and mailing

(Blueprints contain lists of materials, construction drawings, instructions)

- ☐ 2016 Blueprint construction pattern for building a barbecue with a tool and storage shed. Shed roof continues over barbecue to make sheltered dining area $1.00
- ☐ 2017 Blueprint construction pattern for building a wonderful swimming pool, size 15 ft. by 30 ft., 8 ft. deep at one end. Wonderful way to make your vacation money work for you many vacations to come 50c
- ☐ 2018 Blueprint construction pattern for building a favorite type of barbecue if you need one that does not require too much space. Fits in a corner and has lots of storage, counter space 50c
- ☐ 2019 Blueprint construction pattern for building a screened summer house, size 12 ft. by 16 ft., with the added attraction of a barbecue for cooking and warmth on cool evenings 50c
- ☐ 2015 Blueprint construction pattern for building a practical more-than-just a garage. This garage has space for tools, bicycles and a work bench alcove 50c
- ☐ 1196 Blueprint construction pattern for building a buffet to store flat silver in specially designed sliding trays; space for linens, large trays, and holloware $1.00

Name

Street Address

City *Zone No.* *State*

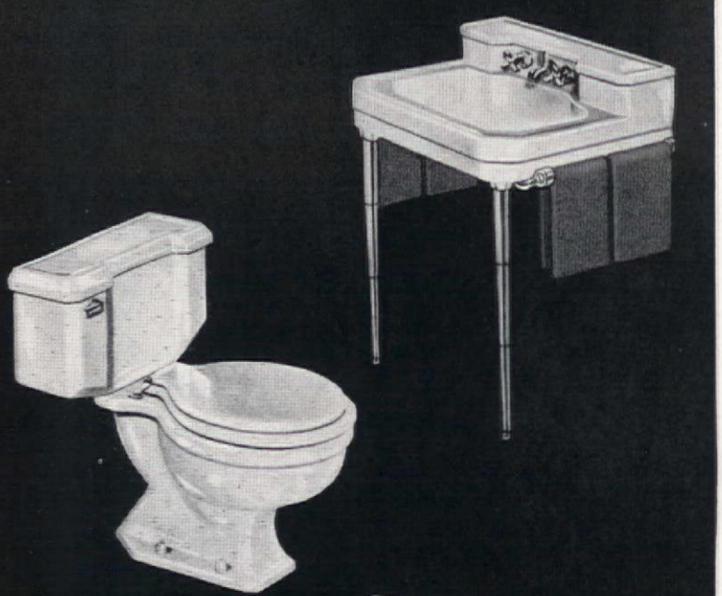
PRINT name and address in coupons, which will be used as labels for mailing patterns. Cut out order form along dash lines, check patterns desired and send M.O. or personal check (please do not send stamps). If you live in New York City, add 3% for City Sales Tax.

American Home Pattern Department

P.O. Box 11

Forest Hills, New York

ELJER



Styled...

FOR BETTER LIVING



Enjoy the extra conveniences of Eljer Fixtures . . . such as the Legation Bath with its comfortable end-seat; easy-to-step-over front rim-seat . . . a Vitreous China Water Closet that operates quietly and efficiently . . . the sparkling finish that wipes clean easily with a damp cloth. In lovely pastel colors, or Eljer's snow-white, the finish *cannot* fade, become dull or lifeless. Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids . . . because they are *real* china. Bathtubs have an extra-thick enamel that is fused to a *rugged, rigid, cast-iron base.* For free booklet, write to Eljer Co., Box 192, Ford City, Pa.

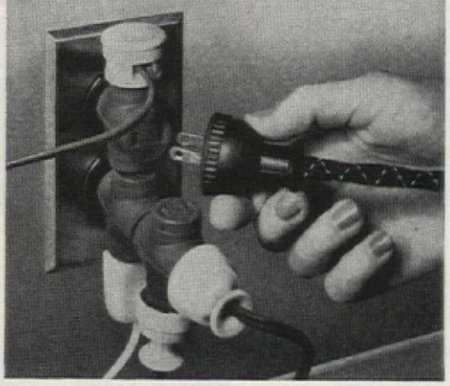
TWINS ARE A CONVENIENCE

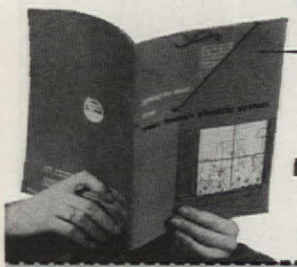
Break up early morning traffic jams in your bathroom by installing twin Eljer Lavatories . . . each of *real* Vitreous China. The added convenience will be a joy to the whole family, an adventure in better living.

ELJER CO. FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE, OHIO

DON'T DO THIS
to plug in appliances!

You don't have to put up with unsightly, unsafe "octopus" tangles —blinking lights or sudden blackouts. Learn how to avoid these annoyances and how to get convenience, comfort, efficiency and economy from all your lights and appliances.





Send for the National Adequate Wiring Bureau's profusely illustrated, 24-page color booklet which tells you

How To Get The Most From Your Home's Electric System

Send 15¢ in coins or stamps to:

THE NATIONAL ADEQUATE WIRING BUREAU — Dept. A
155 East 44th Street, New York 17, N. Y.
Please send me the booklet about Adequate Wiring. I enclose 15¢.

Name _____
Street _____
City _____ State _____

Keep happy this Summer
SAVE TIME SAVE WORK SAVE YOURSELF WITH THE Cooper

BUILT FOR THOSE WHO WANT the best

Cyclo-mo
TRIMMER TYPE
POWER LAWN MOWER

Heavy full size 20" suction or lift type blade. Mows fast and clean. Readily accessible for easy sharpening. Cutting height 1⅛" to 3⅛". 4-cycle 2 HP engine.

Deck design and wheel alignment provide two outstanding features. The Cyclo-Mo will trim closer to fences, walls, sidewalks, curbs, etc., than any other mower. Knife follows natural contour of lawn because of position of offset wheels, and will not SCALP.

Specially designed blade and shroud has desirable leaf mulching action. Combination lift and blower action picks up leaves and breaks them down into a natural beneficial mulch.

COOPER MANUFACTURING CO.
522-524 South First Ave. Marshalltown, Iowa

Cooper "KLIPPER"
Reel Type POWER LAWN MOWER
MASTER POWER MOWER BUILDERS SINCE 1926
18" and 20" Cutting Widths

Fully enclosed oversize Diamond chain drive ● Oversize enclosed Timken Reel bearings with automatic takeup ● Unbreakable tubular steel handle ● Patented, positive action, non-wearing clutch. Simple, powerful, self-locking ● Extra strong, zinc die cast alloy frame ● Zinc die cast alloy drive pinions with hardened steel inserts ● Patented "Quick-set" height adjustment with a range of ½" to 2¾" ● Power driven weed cutter (optional).

Your dealer will gladly demonstrate one of these outstanding COOPER Power Lawn Mowers. Write for his name TODAY.

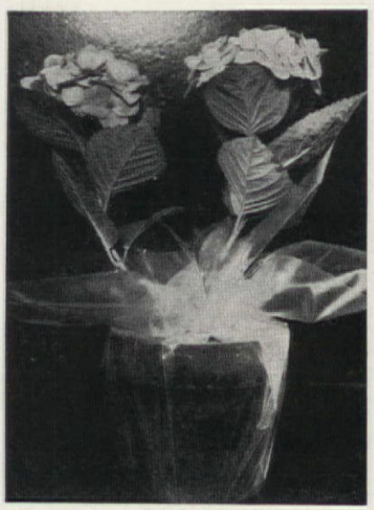
Send me prices, literature and complete information
Name _____
Address _____
City _____ Zone _____ State _____

A New Green Thumb

(Begins on page 50)

the plant back but keep it watered and fed until it develops new shoots. When they are large enough to handle, cut them off and put them in polyethylene packages until they root and are ready to be potted. If you have tuberous begonias in the garden next summer, you can take tip shoots from them just before frost, root them (in about 20 days) as described, and by another spring you should have a crop of small bulbs to plant out and grow on.

To get an early start with flower or vegetable seeds, soak a handful of sphagnum, squeeze it to a moist condition, put it on a 6- to 8-inch polyethylene square, drop three or four seeds on it, wrap the plastic so as to leave a small opening at the top, and put the rubber band around the top of the moss, but do not close the opening. When the seedlings have grown up through it, they can be set out even more easily than if grown in flats, pots, or plant bands.



A house plant wrapped like this in polyethylene can get along without watering for up to three weeks. It needs no saucer, and there is no leakage to mar furniture finish

Fortunately, everything needed for this method is cheap and reasonably easy to obtain. Sphagnum moss can be had at florist shops or nurseries, and a supply of polyethylene from almost any food-locker plant or store that sells locker supplies. The plastic sheets can be used repeatedly if washed each time. And they have two other advantages. They isolate the cuttings or plants so that if one becomes diseased, it can be removed before any more are infected. Also they greatly retard the evaporation of moisture so that watering becomes almost unnecessary. Rooting cuttings and seedlings will thrive for as long as three weeks without additional water, and the same thing applies to house plants in pots if wrapped in polyethylene sheets as shown above.

Write Now for Gove's
GLADIOLUS BOOK
80 pages ● Beautiful Pictures
You'll find my new color catalog the largest, best, most timely and helpful book on glad culture. I list over 450 varieties—top 1953 introductions, old and new favorites, best from World's leading hybridizers. Many special "extra value" collections; plus 12 groupings —earliest, tallest, most beautiful, fragrant, miniatures, giants, etc. This big GOVE GLAD BOOK of helpful suggestions and values sent anywhere for 10¢, stamps or coin. Write today.
Elmer Gove, Box A, Burlington, Vt.
Champlain View Gardens


PEONIES - IRIS
in Gorgeous FULL COLOR
Send 25c *today* for America's Finest Combination Catalog, listing and describing over 1200 varieties of PEONIES, IRIS, and DAYLILIES. The new '53 Catalog has 60 pages, 60 full color illustrations, packed with time-saving gardening tips, flower collections for beginners, experts. We rebate 25c on first order.
SPECIAL PEONY OFFER for Spring Planting
"3 Beauties" Collection, Fall dug, dormant roots, will bloom in '53. Includes: DEARBORN—brilliant dark red; LA PERLE—extra fine rose pink; WHITE BEAUTY—exquisite pearly white. These 3 lovely peonies mailed prepaid in the U.S.A. for only $3. Catalog FREE with this order.
GILBERT H. WILD & SON, Dept. A, SARCOXIE, MO.

CONDON'S Brilliant Colored GERANIUM
PLANTS FROM SEED. New double and Semi-Double varieties, all shades. Described in Big New Seed, Plant & Nursery Catalog. Send 10¢ in coin for 50¢ Packet (10 seeds) and Catalog FREE
CONDON BROS. SEEDSMEN Dept. 20 Rockford, ILL.

BLUE SPRUCE
Colorado; excellent 6-year transplants, 8 to 14 inches tall, Blue-green to marvelous blue color; compact, sturdy; handsome specimens or hedge. Postpaid at planting time. For Complete Evergreen Catalog write to Box 1-C.
5 for $3.50 ppd.
MUSSER FORESTS, Inc.
Indiana, Pa.

GROW MINIATURE TREES
FREE! SEED & PLAN
New fascinating HOBBY! $ $ $ $ OPPORTUNITY! Real LIVING "Ming" Trees—Beautiful elm, orange, oak, cypress—any kind! Full grown but miniature. Help us fill huge demand from Interior Decorators, Offices, Hotels, etc. FREE Seed and Plan write:
NATIONAL NURSERY GARDENS, Dept. A3
8463 So. Van Ness, Inglewood 4, California

Everblooming ROSES
All leading varieties at Money-Saving Prices. Guaranteed To Bloom This Summer. Write today for Big Colored Catalog. Will include 35c Pkt. (100 seed) Swiss Giant Pansy, Gorgeous Colors FREE
CONDON BROS. SEEDSMEN Dept. 18 Rockford, ILL.

CEILINGS CRACKED?
Plaster Loose—Ready to Fall?
No need to *re*-plaster! Send for our booklet! In just a day or two, have a beautiful ceiling—*forever crackproof*. Apply Upson Kuver-Krak Panels—*right over old plaster*. No fuss, muss or delay. Hundreds of thousands of Upson Ceilings giving lifetime satisfaction. Practical 32 page full color booklet shows room arrangements by leading decorators. *Sent postpaid —10c. Use coupon!*
UPSON KUVER-KRAK PANELS
THE UPSON COMPANY
313 UPSON POINT, LOCKPORT, NEW YORK
I enclose 10c. Send me your practical 32 page idea booklet, "New Interiors For Old."
Name _____
Street _____
City _____ State _____

Every Feature You Want Built In!

★ 7 models to choose from
★ Heavy duty and lightweight reel and rotary models
★ 4-cycle, 2-cycle and electric
★ Economical prices combined with finest quality
★ Precision-manufactured for long life
★ Unconditional Manufacturer's Guarantee



Reel Model 521

trouble-free EXCELLO Power Mowers

EXCELLO SERVICE AGENCY

Parts and supplies always handy with EXCELLO nation-wide service system

Briggs & Stratton engines, Timken bearings, positive action clutch, crucible steel reel blades, Onyx spring steel cutting knives . . . are a few of the many features built into the nationally popular EXCELLO line. For the finest in power mowers, see EXCELLO. "It's a promise," from . . .

EXCELLO— Caretakers of the Nation's Lawns

HEINEKE & COMPANY

Since 1902 Springfield, Illinois

LOW-COST GARDEN MIRACLE!

LAWNS...GARDENS SHRUBS...TREES Thrive as Never Before in



Terra-Lite® NATURE'S OWN MINERAL SOIL CONDITIONER

Now! Put an end to tight, caked, clay soil! TERRA-LITE, the amazing vermiculite soil conditioner, lightens, aerates heavy soil...holds, releases moisture and air to plants in just the right amounts. Why pay fancy prices for *unproven* soil conditioners? *Get TERRA-LITE today!*

MAIL COUPON FOR FREE BOOKLET!

Terra-Lite, Dept. AH-33
135 S. LaSalle St., Chicago 3, Ill.
Please rush me FREE Terra-Lite Booklet, TL-8.
Name.....
Address.....
City.....*Zone*.....*State*.....

AT GARDEN SUPPLY DEALERS

Rx Gardening Instead Of Penicillin

LAURA B. GAYE

I can thank my doctor for introducing me to a fascinating hobby, which brought me new friends and pulled me out of a neurotic coma. Once, after he had given me a good talking to, I burst into tears because no one cared what became of me. "How can I go on living if I feel so depressed?" I cried. "What is the use of my even coming to your office only to be cruelly lectured?" And jumping up, I started for the door.

He kindly but firmly ordered me to sit down again. "All you need," he said, "is something to quiet your nerves, but not medicine or a diet. I want you to start gardening."

"But, Doctor, I live in an apartment and I know absolutely nothing about gardening. Anyway, if I'm in a state of nervous exhaustion what good would it do me?"

"All I have to say is, try it and in a few months come back and tell me. Maybe someone you know has some ground they will be glad to let you develop. You'll work something out. Good luck, my dear."

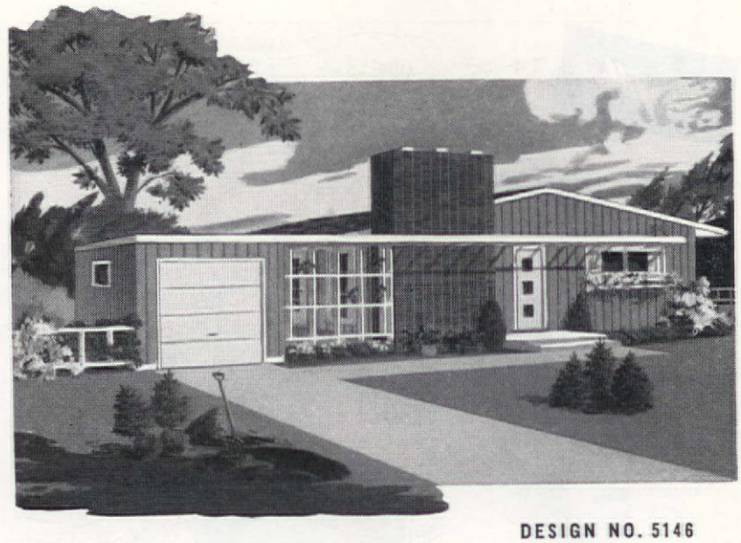
Aggravated and disgusted, I literally flew out of his office. But, that night, when my husband came home, beaming with excitement, he burst out, "My pet, we have a chance to buy a house. I understand it's a swell little place. Let's go see it."

By the time we pulled up in front of the bungalow I had caught some of his excitement. While he looked around the front, I made a dash for the back yard. Lo and behold, there was a plot about 15′ x 30′ which had once been a garden. Against the garage was a piece of trellis, near it an old gate, why, I never knew. But my imagination caught fire, and I reported all that the doctor had said. Within a week, we moved in.

My first excursion was to a nurseryman for help and packets of flower and vegetable seed. The salesman looked rather skeptically at my selection for I had enough to start a small truck farm. But, I thought, the packets are small; and we like lettuce.

For the next week or so, my listless, irritable, nervous feeling kept hold of me, and I did nothing further about the garden. But early one bright morning, armed with renewed vigor, spade, rake, and hoe, I went out and started digging. Later in the day, my

PLEASE TURN TO PAGE 140



DESIGN NO. 5146

Professional Help

IN PLANNING YOUR IDEAL HOME!

See the scores of architect-designed homes in the

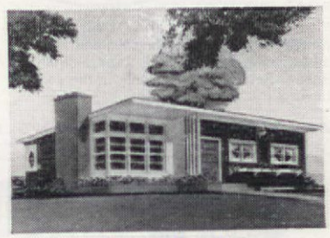
4-SQUARE HOME BUILDING SERVICE

Good ideas make new home planning a pleasure—and invariably produce a more comfortable, more satisfying home.

You will find the 4-Square Home Building Service full of sound, practical planning ideas. All the homes in this Service are the work of architects who specialize in small home design. Each design was carefully engineered by Weyerhaeuser for economical construction and lasting value. These homes represent the best thinking of skilled professional men.

It will pay you to see the scores of modern designs in full color. They are available for your study and use, without charge, at the office of your Weyerhaeuser 4-Square Lumber Dealer. There is a wide variety of sizes and styles to meet your needs and preferences. Blueprints are available.

The coupon below will bring you a book illustrating over 50 of the designs in the Service, a folder describing Design No. 5146, and the latest edition of the helpful book "Professional Pointers for Home Planners"



Design No. 4144



Design No. 5134

WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES

WEYERHAEUSER SALES COMPANY
5146 First National Bank Building, St. Paul 1, Minnesota

I have checked material I want and enclose correct change.

☐ Folder and the Booklet showing 50 other designs.....(10c)
☐ "Professional Pointers for Home Planners".....(10c)
☐ All three of the above.....Total 20c



*Name*_____

*Address*_____

*City*_____ *Zone*___ *State*_____





For the **RIGHT MOVE**

Call Your Local North American Agent

Consult your classified Telephone Book

COMPLETE PROTECTION for your valued household goods is a regular part of moving the right way . . . by calling in your North American Van Lines Agent. Dust-proof covers; scientific packing; proper padding; careful handling . . . complete professional care assures safe, on-time delivery anywhere in U.S. or Canada. Better move always, the North American Way. Free booklet, "The Happiest Move We Ever Made." Write North American Van Lines, Inc., Dept. AH1, Ft. Wayne, Indiana.

© 1953 NAVL

North American VAN LINES Inc.

FREE! GIANT ROAD ATLAS

Plan ahead. Phone your LOCAL North American Agent. When he calls and gives an estimate, ask for FREE Rand McNally Road Atlas. Offer good only in the continental U.S.A. and Canada.

AMERICA'S LEADING LONG DISTANCE MOVING ORGANIZATION

try Pincor...you'll buy

PINCOR

ROTARY AND REEL TYPE MOWERS

Thousands prefer the Rotary mowing way...with a PINCOR Rotary you'll find starting easier, gliding easier, and lawns cut "carpet-smooth" every time. The lightweight PINCOR Rotarys mow the toughest grass, clip weeds, and trim up to ¾" from a wall or tree! **The self-propelled Reel-Type** mowers with plenty of extra power to climb hills feature PINCOR'S self-sharpening blades. Either type, with a PINCOR Power Lawn Mower you'll be sure to have a better looking, cleaner cut lawn.

Complete selection of Rotary or Reel power mowers from $89.50 to $197.50 F.O.B. Factory.

FREE! Write today for illustrated "PINCOR Power Mowers" booklet



Model Illustrated PINCOR Nineteen Rotary, 1.5 H.P.

For the name of the nearest PINCOR dealer, look under "Lawn Mowers" in your classified telephone directory or write to:

PINCOR PRODUCTS

Made by Pioneer Gen-E-Motor Corp. 5846 West Dickens Ave., Chicago 39, Ill.

Gardening

(Begins on page 139)

neighbor (the local garden club president) came over to see what I was doing. Imagine my dejection when she told me that I had not spaded nearly deep enough! However, to admit defeat was not in my makeup. That garden was going to grow if it broke my back. By 9 P.M. that first night when I fell into bed, every bone in my body ached—but I slept like one hypnotized.

Later that month when nothing had appeared, I assumed that my seeds were growing down instead of up. But I must have dug deeper by the trellis, or something, for the gourds I planted there grew beautifully. (Later I read that gourds are rank growers, doing well any place, but at the time I was thrilled.) Soon I was on my knees, getting my fingers into the soil, breaking up the larger clumps with my hands, and experiencing a kind of "awed" feeling inside. I went back to the greenhouse, bought young flower and vegetable plants, and, as I set them in carefully dug holes, I patted the ground around them with fervent gentleness, as if they were new-born babes. Truly, the feel of fine soil falling through one's fingers does something for the nerves, and personal troubles evaporate into nothingness. I felt as if the doctor, had given me a shot of penicillin.

Armed with notebook and pencil, I went to the library to read everything I could find, technical and non-technical alike. The astonishment and delight I experienced along a path marked "Special-life Growing," was generous payment for my trouble. And, wandering down a by-path marked "Trees," I discovered one of the most romantic stories ever written!

Gradually, wherever I went, friendly people offered me slips of this and seedlings of that. It was amazing how things which had worried me before began to vanish. As nerves began to untangle, the meaning of the doctor's words became clear. Love of plants and flowers is a part of every human being; like the plants, it spreads and knows no bounds. Through my gardening, my petty little desires were being discarded, replaced by beauty, love, and patience. The earth seems to purify one's life, and on it you walk along a road of no worry.

It was that first experience in gardening to which I attribute my success in a business career. Some years later when I became buyer for a big department store, the entire garden section came under my jurisdiction. Had I known nothing about gardening, I could not conscientiously have filled the position. So, for things other than my return to health, I thank that doctor—and my garden.

Every tooth in every blade digs the soil like a spade



Works as you walk!

40 Rotating hoe points and 5 cultivator teeth do the job 10 times faster than hoe and rake. Makes gardening easier—more fun—better crops. For extra fine seed beds use—

RO-HO GARDENER Weeds—Hoes Mulches Cultivates

Easy as mowing a lawn. Kills weeds and mulches soil. Write for Free Folder.

ROWE MFG. COMPANY
1063 Adams St., Galesburg, Ill.





Gloxinia STARTED BULBS

Grow Gloxinias easily with our started bulbs. Strong, large bulbs — NOT SEEDLINGS — started in our greenhouses and guaranteed to reach you in live growing condition. Six colors: pink, red, violet, white, red edged white, violet edged white.

3 FOR $1.98 POSTPAID

FREE Illustrated Seed and Nursery Catalog.

— JOHN A. SALZER SEED CO. —
Since 1868
233 South 7th Street • La Crosse, Wis.

For BETTER GARDENS **ESHELMAN** ROTARY TILLER



ONLY $119.50

Turns virgin ground into a garden bed in one operation. Replaces plowing, discing, and cultivating. Women can operate it. Also POWER MOWERS & RIDING TRACTORS from $95. Free Catalog. Write nearest branch:—

ESHELMAN CO., Dept. R-91
119 Light St., Balto. 2, Md.
333 N. Michigan Ave., Chicago 1, Ill.
105 Lake St., Reno, Nev.

FREE VEGETABLE GARDEN GUIDE

Write for free garden guide and bargain Plant offers —tells how to grow EARLY VEGETABLES—Cabbage, Onion, Lettuce, Broccoli, Cauliflower, Collard, Tomato, Potato, Egg Plant, Pepper Plants described with cultural directions. Special early order bonus.

PIEDMONT PLANT CO., BOX 903, ALBANY, GA.

Peppermint Stick ZINNIAS



SMASH HIT NOVELTY FOR 1953
25c packet for 10 CENTS, plus
FREE Garden Guide and Catalog

ROBERT BUIST COMPANY
Philadelphia 5—Dept. A—Pennsylvania
Seedsmen For Over A Century

GIANTS OF CALIFORNIA **Petunia**



Fringed or Notched Bloom Supreme Florists' Strain. "The Handsomest Frilled Petunia in the World." Large, rich colored blooms in every conceivable shade on stately plants. Send 10c in coin for regular 50c Packet (150 Seed) and Big Seed and Nursery Catalog. FREE

CONDON BROS. SEEDSMEN Dept. 10 Rockford, ILL.

New CACTUS



Grow these exotic and beautiful flowering plants. Write for my lavishly illustrated cactus catalog in full color. 10c appreciated for postage. Hundreds pictured and described. Simple cultural directions. Grow anywhere. Largest collection in the world

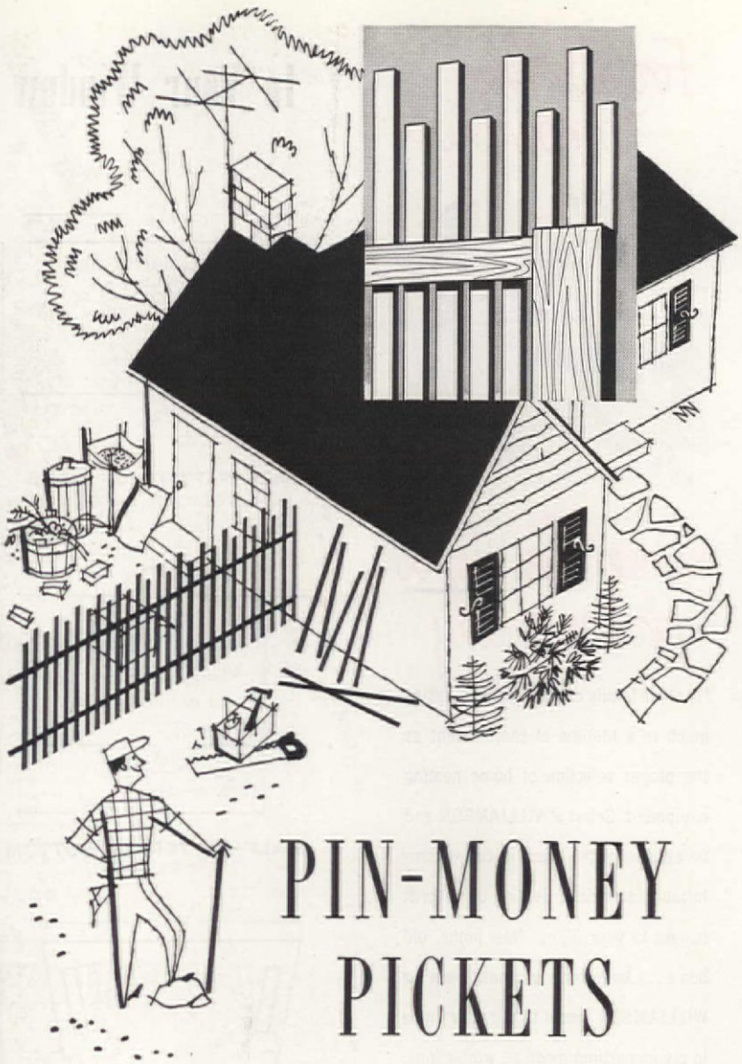
Johnson Cactus Gardens Box A-12 Paramount California

STRAWBERRIES



Allen's 1953 Berry Book tells best varieties for home and market, and how to grow them. *Free copy. Write today.*

W. F. ALLEN COMPANY
10 Evergreen Ave., Salisbury, Maryland



PIN-MONEY PICKETS

MARTHA FULLER MacFARLANE

Spring, in many American communities, is a time for civic improvement and beautification. Each year more places proclaim "Clean Up, Paint Up, Plant Up, Fix Up" Weeks or reasonable facsimiles. A nice thing for any homeowner (or renter) to do at such a time is to hide unavoidable eyesores about the yard or in the alley—incinerators, garbage cans, trash boxes, wood and compost piles, etc. A picket fence of lath is a pleasant, inexpensive, easy-to-make screen that can also give privacy to patio, barbecue, sun-bathing chairs, and the like if desired. As almost any teen-age boy and/or his mother can make one, it isn't necessary to hire a carpenter or wait for Father Bear to get in the mood.

Lath is sold in bundles of 50 or 100 at (here in California) $2.50 per 100. They are simply nailed to horizontal pieces of 1 x 3 fir (which costs us 5 cents a running foot) laid parallel on the ground; separate them by half the width of a lath, or more space if privacy isn't so important. To give the saw-tooth picket effect, saw 3" off every other lath. End posts for a fairly long fence should be of durable 4" x 4" stock (redwood costs us 19 cents a foot). Vertical braces, needed every few feet in a long fence, can be of 2" x 3" fir (about 10 cents per foot).

When the whole fence—or a convenient section—is completed on the ground, lift it up and nail it to the posts and vertical braces which have already been set in the ground (carefully lined up), and had the earth well tamped around them. You can carry the lath around the end posts, as we did, or stop them when the post is reached. Painting is the final step. In our case it was begun with great enthusiasm by the children—and finished with considerably less enthusiasm by their mother.

The possibilities for attractive planting along such a fence are many, but simple green foliage, as of ivy, is particularly effective against a closely picketed white one. We have pink geraniums on one side of our little screen fence and lavender and white ones on the other—all started from slips given us by neighbors. Each locality has its suitable plant materials, but with such an inexpensive fence as close as your local lumber dealer, why should there be *any* eyesores in your town this spring?

Colorful new rooms over the week-end

Redecorate average room in 3 hours with the new, easier-to-use

WOOSTER Roll-On PAINTER



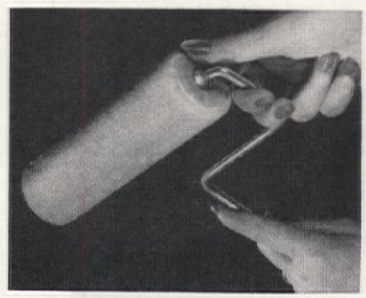
Roll paint on quickly, evenly, with this handy roller-and-tray kit. It's fun . . . it's easier . . . it's a better job with Wooster painting tools



SMOOTHEST PAINTING EVER because the miracle-fabric cover of the Wooster de luxe roller lays paint without streaks or laps—rolls freely on nylon bearings.



NOVEL CLEANING TOOL in roller-and-tray kit makes it easy to save covers for re-use. Inexpensive spare covers permit quick color change.



SNAP-ON, SNAP-OFF COVERS let you change from one color to another in seconds. Press thumb against nylon end-cap to pop off used cover. No more painty fingers.



WHEN BUYING BRUSHES, choose those bearing the famous Wooster name, encased in protective wrappers that keep them clean and shaped to do the best possible job for you.

WOOSTER *Fine brushes and painting tools for over 100 years*



The Wooster Brush Company, Wooster, Ohio



Tampax Sets You Free

from many monthly annoyances

The first thing you notice about Tampax is its small size, for it is many times smaller than the external "pad" commonly used for monthly sanitary protection.

NO BELTS
NO PINS
NO PADS
NO ODOR

Next you realize that Tampax needs no pins or belts—no supporting harness of any kind.... Tampax is worn *internally*, as designed by its doctor-inventor.

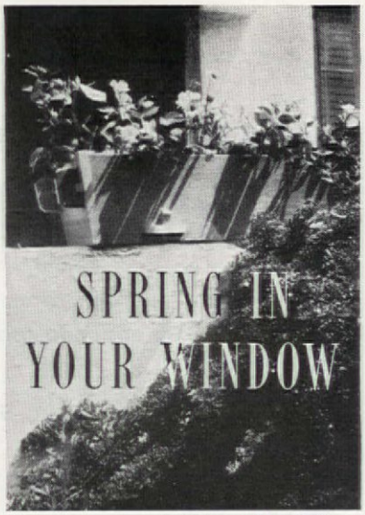
While wearing Tampax in this way (internally) you need have no fear of odor and of course there is no chafing either. Also, your mind is at rest concerning possible bulges and edge-lines, even with the smoothest dress or skirt.

Tampax is very simple to use.... Made of pure surgical cotton of great absorbency, it comes to you in dainty slender applicators to make insertion easy and convenient.... And disposal is just as easy.

Relax physically and mentally—with Tampax. You do not even feel it while wearing it.... Sold at drug and notion counters in three absorbencies: Regular, Super, Junior. Month's supply will go into purse. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

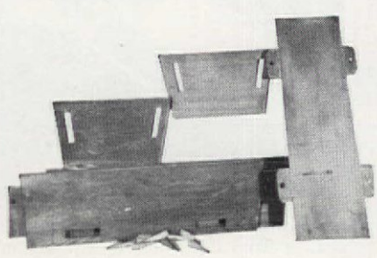


Data from Dick Hutchinson

Make this flower box to bring your garden closer

When you open a window on a bright sunny morning, it's a mighty pleasant sensation to see flowers close by—and also to smell them! This flower box brings the loveliness of blossoming plants right up to window level. You can make it, as we did this, of practically live-forever redwood. But you could also use pine if you treat it to withstand moisture by painting the inside with black asphaltum varnish to waterproof it, and by painting the outside with any color you wish.

You will need 11′ of ¾″ pine or redwood boards 10″ wide. If you have a jig saw, it's a breeze to cut the pieces. If not, with a little more effort, you can cut the whole box with a hand saw and a coping saw. You also need 3′ of ⅜″ maplewood dowel, and waterproof glue. Lay out and cut the two side boards first, then drill holes. Cut the mortises as indicated, on jig saw or with coping saw. Cut two end pieces. All bevel cuts are made at a 79° angle. Assemble all four sides temporarily to see if they fit properly. Lay out and saw bottom piece. Drill ⅜″ holes, two in each tenon, each 3½″ deep. Cut 3½″



lengths of ⅜″ maplewood dowel. Coat each piece of dowel with waterproof glue, then drive into tenons on floor of box. This prevents tenons from splitting when pegs are driven in. Assemble sides to bottom. For snug fit, you may find it necessary to file edges with a square rasp.

Determine position for peg holes in tenons. Drill ½″ holes, eight in a for pegs. These should set in ⅛″ i side the line of the outside of ea board, as shown in drawing. File hol square, using a square file. Make eig pegs as shown and drive in just tig enough to hold box firmly togeth Coat box inside and out with linse oil. When dry, apply another coat the linseed oil. At least once a ye repeat this oil coating to prolong t life of your box.

For all the tomorrows



make the right choice today

No other family decision contributes so much to a lifetime of contentment as the proper selection of home heating equipment. Select a WILLIAMSON and be assured of the finest in clean, comfortable, automatic heating on a thrift budget to your liking. New home, old home . . . large home or small, there's a WILLIAMSON model to put your home in a summertime mood all winter long.

WILLIAMSON
WARM AIR FURNACES

The Finest Name in Heating for Over 60 Years



The Williamson Heater Company
3511 Madison Rd., Cincinnati 9, Ohio

I'm interested in the following type fuel:

☐ Gas ☐ Oil ☐ Coal ☐ LP Gas

☐ Send me FREE "Home Owner's Heating Primer"

☐ I'm interested in a FREE Home Heating Survey

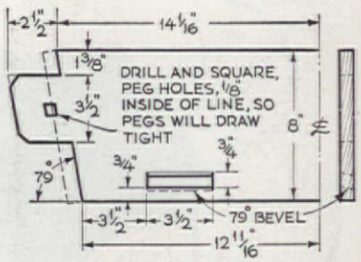
Name_____

Address_____

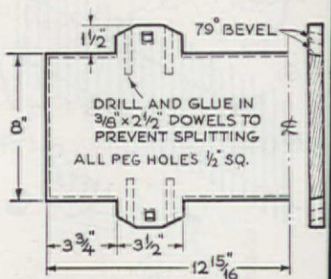
City_____

Zone_____ State_____

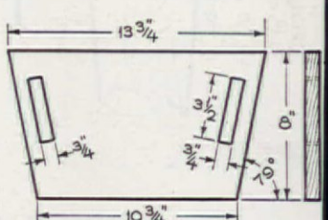
In Your Window



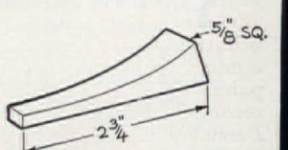
HALF-PATTERN OF SIDES
(¾" REDWOOD, 2 REQ.)



HALF-PATTERN OF BOTTOM
(¾" REDWOOD)



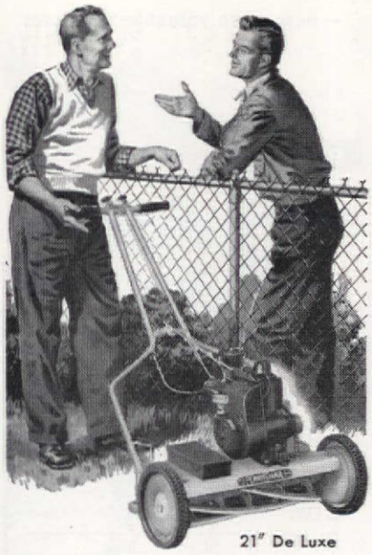
END
(¾" REDWOOD, 2 REQ.)



PEG
(REDWOOD, 8 REQ.)



Planted flower box set into place on deep window sill



21″ De Luxe

PENNSYLVANIA
Power Mower Users Report

Long Life, Good Service

They also like
PENNSYLVANIA'S
ease of operation

Yes, PENNSYLVANIA power mowers work like new for many, many years. They cut your grass easily and well. They help you grow a beautiful lawn. They require only a minimum of shop service and repairs. That's why reliable dealers recommend them with enthusiasm. Pennsylvania makes two superlative power mowers—the 21″ De Luxe and the 18″ Exeter.

7 KEY FEATURES

Both offer easy finger tip control of throttle and clutch • Full-tempered, hi-carbon blades • Ease of maintenance • Easy adjustment for height of cut • Triple-A ball bearings • New grass stripper • Briggs & Stratton engine on De Luxe.



18″ Exeter

Pennsylvania hand mowers have been top quality since 1877. Write to American Chain & Cable, Bridgeport, Conn. for booklet, "How to Grow a Beautiful Lawn."

Read Any Good Labels?

JOAN ROWLAND

Are you a wise purchasing agent for yourself and your family, or are you a grab-bag buyer? Of course, you don't buy cans, cartons, and packages with your eyes shut, but if you make your choices because one brand has a prettier label than another, you are a blind buyer.

Food merchandising has come a long way from the days of open barrels of crackers, cookies, pickles, and fish. Today, practically every food, drug, and cosmetic comes to market in a protective package. It isn't as easy to sample before you buy as it was in the old days, but if you make a habit of reading not only the labels, but between the lines, too, you can save money and make sure that you buy exactly what you want and need. A label gives the maker's name, to be sure, but with all due respect to manufacturers, labels today carry information that would probably not be printed without a nudge from the federal government.

The nudge is given by the Food and Drug Administration, part of the Federal Security Agency. Its job is to guard the health and protect the pocketbook of every citizen. But as Oscar R. Ewing, FSA chief, says, " . . . to achieve the maximum benefit the consumer must make practical use of the information on the label."

Labels give you the whole truth, and manufacturers are not allowed to mislead you by omitting important facts. For example, a company cannot label a can or bottle of oil with an Italian olive-oil brand name and fill it with cottonseed or peanut oil. A label must give the common name of the product. Similarly, the buyer has the right to know whether or not he is buying an imitation. The word "imitation" must be used on the label, and "duplicate," "model," or "compound" are not acceptable.

If a container holds more than one ingredient, careful reading will not only tell you what the others are, but what there is most of, because the manufacturer usually lists the ingredients in order of their predominance. So if you like chicken soup with noodles buy a can listing chicken first; if you like noodle soup with chicken, buy a can listing noodles first.

The net contents of a package must be stated, in terms of liquid measure for solid foods. A packer can list the metric weight or measure if he wants to, but he must first state the contents in common units. In the U.S. that means quarts, pints, pounds, ounces. Even though the label may

PLEASE TURN TO PAGE 144

Rabbit eye tests prove

ZONITE'S absolute safety to body tissues in feminine hygiene



You OWE IT TO YOURSELF to compare these wondrous benefits of ZONITE against any other product for the douche

Every woman should realize how necessary a *cleansing, antiseptic and deodorizing* douche solution is for vaginal cleanliness—for feminine charm and health. All we ask is that you please read *all* these facts about ZONITE—a product of proven quality for the douche. Then judge for yourself!

ZONITE'S miracle-action

The great ZONITE principle was developed by a famous surgeon and scientist (two men held in the highest esteem by the medical profession).

Scientists tested every known antiseptic-germicide they could find on sale for the douche. No other type liquid antiseptic for the douche of all those tested proved *so powerful* yet *absolutely safe* to body tissues as ZONITE.

ZONITE is *positively non-poisonous, non-irritating*. In fact, it's a wondrously soothing and healing agent. Because of this, women can use ZONITE as directed as often as needed without the slightest risk of injury.

Gives BOTH external and internal protection

ZONITE gives both external and internal protection. (Full directions with every bottle.) It *completely* deodorizes. It leaves no lingering strong, tell-tale odor in your bathroom or on your person.

ZONITE helps guard against infection and kills every germ it touches. It's not always possible to contact all the germs in the tract, but you can BE SURE ZONITE *immediately* kills every reachable germ. ZONITE leaves the vaginal tract *so clean* and *refreshed*. Costs only a few cents per douche. Worth a fortune to women who value their daintiness and health.

Tests made under method devised in a Government Research Laboratory

The membranes of a rabbit's eye are far more delicate than those found in the vaginal tract. ZONITE douche solution was put *twice daily* into rabbits' eyes for *three months*. Not the slightest irritation appeared. Mr. Bunny didn't feel the slightest discomfort—he lived like a king all the while he happily proved ZONITE is absolutely harmless to you. Enjoy ZONITE's *completely safe* qualities. Buy it today.

Zonite



THIS IDEAL 'ALL PURPOSE' ANTISEPTIC-GERMICIDE SHOULD BE IN EVERY MEDICINE CHEST

FREE! Mail coupon for FREE book. Reveals intimate facts and gives complete information on feminine hygiene. Write Zonite Products Corp., Dept. AH-33, 100 Park Avenue, New York 17, N. Y.*

Name _____

Address _____

City _____ State _____

© 1953, Z.P.C.

*Offer good only in U. S. and Canada



Charmed Circle

Conversation's bound to sparkle in the friendly atmosphere of this lovely Western Pine room!

These beautiful, soft-textured woods reflect good taste from every gleaming surface. So versatile, too, adapting themselves to contemporary or colonial *décor*, to paint, stain, enamel, or waxed-and-rubbed natural finish. Think of the Western Pines* when you build or remodel; your retail lumber dealer will approve your choice.

THESE ARE THE WESTERN PINES *IDAHO WHITE PINE *PONDEROSA PINE *SUGAR PINE

FREE!



This handsome illustrated booklet, "ENCHANTING HOMES OF WESTERN PINES," *crammed with building, remodeling and decorating ideas. Write for your copy to* WESTERN PINE ASSOCIATION, DEPT. 105-F, YEON BLDG., PORTLAND 4, OREGON.

GRAVY MASTER sign of good gravy



LIVE WITH COLOR AND LIKE IT!

it's easy with these PRANG twin decorative mediums

PRANG DEK-ALL COLORS

Brilliant, easy working colors for decorating metal, china, glass or any hard surface, and durable even without firing! Complete sets contain everything you will need, including full instructions.

PRANG TEXTILE COLORS

Available in sets for creating colorful matching fabrics of all kinds. Use these two PRANG partners to add new color and sparkle to your home. Buy these Prang Color Sets at your favorite dealer or order direct.

Prang Textile Set No. 1907—$4.00
Prang Dek-All Set No. 1280B—$3.25

Guaranteed by Good Housekeeping

Write for free illustrated circular! Dept. AH-9

The American Crayon Company Sandusky, Ohio New York

ONLY HOLT'S LOY Metal Mender



IS REAL METAL IN-A-TUBE!

You need Loy today to fix loose appliance and tool handles • repair hole in sauce pan • stop pipe leak • fill dent in auto body or metal roof break • 1001 household and shop uses! Rust-proof, flame-proof, holds 150 lbs. pressure, works like putty • sets harder than lead in metal, plaster, wood, etc. • Loy is new — nothing else is "like" it! Only $1.00 for large tube ($1.25 Canada) • If your dealer cannot supply, send to:

Treglown Co., Fanwood 15, N. J.
Canada: Treglown Ltd., 1366 Greene, Montreal 6

GUEST TOWELS • GIFT WRAPPINGS

TAGS • LABELS • SEALS • STARS • REINFORCEMENTS

STAMP HINGES • PHOTO CORNERS • MENDING TAPE

Flowers and fixings
And favors so gay . . .
It's easy to make them
The crepe paper way.



Dennison

CREPE PAPER
CREPE PAPER STREAMERS
"Part of the Party"

AT STATIONERY COUNTERS

Read Any Good Labels?

(Begins on page 143)

state the correct quantity inside, the contents must fill the package.

You are also protected by regulations governing the proportions used in certain food. For example, when you buy fruit jam or jelly, no matter what company made it you can be sure it contains 45 parts fruit or fruit juice to 55 parts of sugar. If food does not meet a minimum quality point it must be so labeled. If a certain package of green peas is perfectly edible but discolored, the can must carry this information on the label, printed in letters of a certain size, depending on the size of the can.

Any manufacturer who says his product is full of vitamins must state the quantity, and cannot say something like "Toastie Roasties with Vitamins Plus." If he adds extra vitamins he must give the percentage of minimum daily requirement contained in one serving of the food. Therefore you will know that if you ate a whole package of Toastie Roasties, of which one serving contains one-tenth the minimum daily requirement of vitamin B, you would be consuming all the vitamin B you need for one day.

Careful label reading on drugs and cosmetics also protects you and your pocketbook. Every label must state the product's purpose, how much to use, how often, and for how long. The maker is also required to say when *not* to take his preparation. Directions must be adequate for treating any sickness for which the drug is recommended. You're only fooling yourself if you expect any more of a drug than is claimed for it on the label, no matter what marvels a neighbor, a friend, or a "health lecturer" says it can perform.

It's smart to be a Doubting Thomas about such claims. Most drugs are labeled truthfully, but there are still some borderline products. Keep your distance from anything which professes to be a treatment for any serious disease, or which guarantees to put you on the road to youth, beauty, or pep. There is no more direct road to trouble than to avoid seeking medical advice and indulge in self-treatment and eventually find out that the medicine is no good or even harmful. FSA laboratories have a plentiful supply of bona fide guinea pigs—they don't want any human volunteers.

Wild claims on labels are much rarer today than they were, but there are some, and modern frauds are more sophisticated and hence more difficult to spot. Beware of glib-sounding labels. Old-fashioned remedies in new outfits may sound all right on the labels, but watch out for the leaflets inside the box. FSA says that an infallible guide to follow in reading

PLEASE TURN TO PAGE 145

Save that PAINT BRUSH
— now more valuable than ever

Perfect for NYLON BRUSHES



10¢ 25¢

KEEP BRUSHES LIKE NEW WITH DIC-A-DOO



At Paint, Hardware, Dept., and 5 & 10¢ Stores

Patent Cereals Co. • Geneva, New York

MAKE GOOD MONEY WITH A SPARE TIME HOBBY—AT HOME!



Why ENVY the clothes of the Hollywood Stars. Make your own "CUSTOM" clothes for the price of "home-made" dresses — from standard patterns. Learn the secrets — the short-cuts — of the professionals. Make $50 to $75 Style Shop garments for about $15 by my Form-Fit pattern correction method. Home sewing can be fun and profitable with or without a sewing machine. I'll show you how you can make clothes that give you a slimmer appearance and that air of style you admire in others. Write TODAY for my "Plan for Profitable Sewing." It's FREE — send no money — Just name and address.

"I'LL TEACH YOU THE SEWING SECRETS I LEARNED SEWING FOR THE HOLLYWOOD STARS —Elve MacNair

FASHION INDUSTRIES, Dept. 173, Los Angeles 15, California

KNITTING YARN

Direct from mill for hand knitting, weaving, and hooked rugs. Pure virgin wool. Send for free samples.

Thomas Hodgson & Sons, Inc.
Concord, N. H.

PATENTS

Write for information on what steps an inventor should take to secure a Patent.

Patrick D. Beavers, 903 Columbian Bldg., Wash., D. C.



JOLLY TIME POP CORN POPS MOST-TASTES BEST!

WATCHES WANTED!

ANY CONDITION. Highest cash prices paid promptly. Also broken jewelry, spectacles, dental gold, diamonds, silver. Send articles today. Satisfaction guaranteed.

LOWE'S
Dept. AH, Holland Bldg.
St. Louis 1, Mo.

RECIPES IN USE NEED

CELLOPHANE ENVELOPES

For new recipes—or your old favorites—use these individual cellophane envelopes! They're greaseproof and moisture-proof . . . easily visible both sides, 3" x 5" for handy filing. Will also protect other file-size homemaking data. So inexpensive, too!

100 for $1.00 250 for $2.00
400 for $3.00

Over 30 Million Purchased By American Home Readers. Write today—don't wait! Send check or money order:

THE AMERICAN HOME
American Home Bldg.
Forest Hills, New York

Settle
INDIGESTION
WITHOUT BOUNCE-BACK
OF
EXCESS ACIDITY

Alka-Seltzer
BRAND Reg. U.S. Pat. Off.

is FIRST AID for
HEARTBURN
UPSET STOMACH
ACID INDIGESTION
SOUR STOMACH



Speedy
Relief for
HEADACHE
COLD
DISCOMFORT
MUSCULAR
ACHES

DISPLAYED AT
DRUG STORES EVERYWHERE
U. S. and Canada

MILES LABORATORIES, INC., ELKHART, IND.



REPLACE WORN VENETIAN BLIND TAPES

. . . with new, fine quality plastic or cotton tapes that add new beauty to your blinds. Send $1.25 for 4 yards, postpaid. State color, white or duck. Or write for FREE Color Card. H. R. MOORE, P.O. Box 461-A, Kittanning, Pa.

TERRIFIC! Boys' POWER SHOVEL TRACTOR



Newest "TRACTALL" hit! Power shovel, loader, grader, transporter—*all in one!* With it your "little guy" can do all kinds of "play work." He'll LOVE IT! Ideal for children up to age 12. Chain Drive. Ask your dealer or write direct for FREE literature.

Inland Mfg. Corp., Dept. AM-3, 164 Ellicott St., Buffalo 3, N. Y.

DO YOU SUFFER FROM
RHEUMATISM
ARTHRITIS, NEURITIS, SCIATICA
OR LUMBAGO?

SEND FOR
FREE BOOK



describing the proven, specialized treatment that has been amazingly successful in combatting rheumatism, arthritis and similar painful disorders. This illustrated book "RHEUMATISM" fully explains causes and effects . . . tells you WHY drugs and medicines afford but temporary relief. Delay may be dangerous. Learn about specialized treatment. Send for FREE Book today—a postcard will do. No obligation. Write today.

BALL CLINIC, Dept. 608, Excelsior Springs, Mo.

Read Any Good Labels?

(Begins on page 143)

drug labels is whether they tell you in simple language precisely what the product is for and how to use it.

Standards for many drugs are set by the U.S. Pharmacopoeia, the Homeopathic Pharmacopoeia, or the National Formulary, the two latter published by leaders in medicine, pharmacology, chemistry, and dentistry. If a drug is standardized in one of these three official publications, it is termed an "official drug." Its ingredients need not be listed if its label states that fact, as "Tinct. Iodine U.S.P." But if the drug differs in any way, the difference must be stated. Like food labels, drug labels must give the maker's name and address and the contents in numbers (for pills) or in units of weight or measure. (These may be stated in metric terms.)

Don't ever get angry with your druggist when he refuses to sell you something without a prescription or won't renew an old one. He's doing you a favor. "Refill this" could be cut on a lot of tombstones.

Since 1938, when Congress gave FSA control over all devices used in the diagnosis or treatment of disease, the public has been a lot safer from charlatans who proclaimed their weird machines were cure-alls. There are still some medicine men around, wearing suits instead of feathers, and collecting dollars instead of wampum. Get wise to this type of criminal who is one jump ahead of government inspection, and slam the door on anybody who wants to sell or rent you a machine for home treatment. The FSA states unequivocally that there are no devices or machines recognized for cure of disease by the patient in his home. The only exception to this is the use of ultraviolet lamps, infrared lamps, or heating pads, which are sanctioned by the government for home use. No reputable manufacturer, however, will claim that they are a cure—but they may be beneficial.

Each year Americans use mountains of toothpaste and powder, lakes of face and hand cream, lotions and other cosmetics. The law has a complete definition of a cosmetic: "Anything intended to be rubbed, poured, sprinkled, sprayed on, introduced into, or otherwise applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance." Government regulations protect you here, too. The Food and Drug Administration is everybody's protection agency. Whenever you buy a food, drug, or cosmetic, you are casting a ballot for the product. See that you are an intelligent voter supporting only reputable manufacturers. This means really reading the label on every product you buy.

Why not have both Comfort and Beauty?





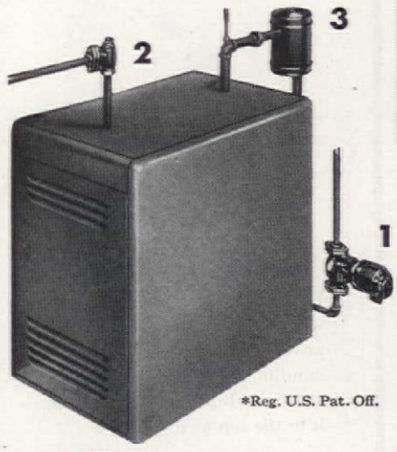
All space livable—no cold drafts

B & G
Hydro-Flo
Heating
with Baseboard Heating Panels

Will your new home have large, low windows? Then be sure to install a heating system which will keep the area around them warm and comfortable.

For both comfort *and* beauty, a B & G *Hydro-Flo* System with neat, inconspicuous baseboard heating panels offers the right answer. Every inch of your home will be *livable* space... no cold drafts from windows... floors always warm.

B & G *Hydro-Flo* Heating offers all the advantages of modern, *forced hot water heating*. The system adjusts itself automatically to every change in the weather... modulates the heat supply so that indoor temperature is always uniform, always at the comfort level. It is exceptionally economical in operation, since fuel is burned only as required by the weather—no wasteful overheating.



*Reg. U.S. Pat. Off.



All the hot water you can use
The Water Heater of a B & G *Hydro-Flo* System provides a boundless supply of low-cost hot water for automatic washers and all household uses—winter and summer alike.

Simple, dependable equipment
The basic units of B & G *Hydro-Flo* Heating are (**1**) the Booster Pump to circulate hot water through the system, (**2**) the Flo-Control Valve to prevent an over-ride in temperature and (**3**) the domestic Water Heater. These units can be installed on any hot water heating boiler—new or old.

BELL & GOSSETT
COMPANY
Morton Grove, Illinois
Canadian Licensee: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto



BELL & GOSSETT COMPANY, Dept. CW-29, Morton Grove, Ill.
Please send your free booklet, "Capture the Sun with B & G *Hydro-Flo* Heating."
Name.....
Address.....
City.....Zone.....State.....



Scientific tests prove there's added health protection in CLOROX-clean linens!

Harmful germs often survive ordinary washing. Clorox provides added protection against these germs because it does more than make cottons and linens snowy-white, color-bright . . . it makes them sanitary, too!

Yes, Clorox is much more than an extra-gentle bleach. It's a stain remover, deodorizer and the most efficient germ-killer of its kind! So, to conserve linens . . . to protect health . . . use Clorox every washday!

And CLOROX kills germs in routine cleaning, too!



Every time you use Clorox in routine cleaning of germ centers such as sink, drainboard, floor, basin, tub and toilet bowl you help protect your family's health. That's because Clorox is one of the world's great disinfectants . . . a type recommended by public health authorities! Directions on the label.

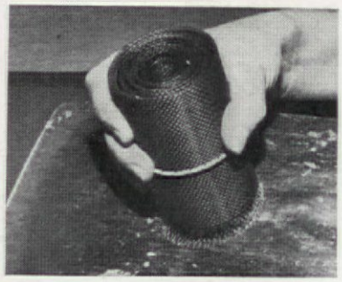


CLOROX
America's Favorite
BLEACH & HOUSEHOLD DISINFECTANT

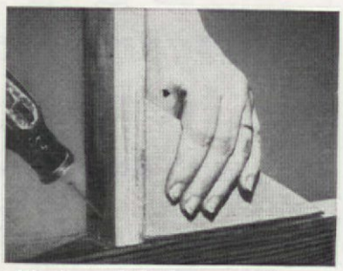
Copr. 1953, Clorox Chemical Co.

When it's CLOROX-clean... it's SAFER for Family Health!

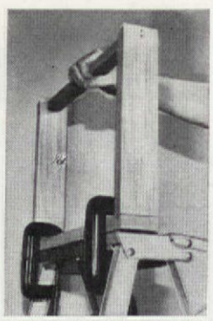
Remove rust and caked dirt from garden and other tools with a scouring brush made from rolled-up lengths of scrap-wire insect screening. Secure the whole with a bit of wire around the middle



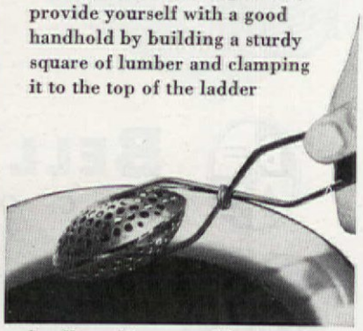
Handyman How-to's



It's always difficult to toenail light pieces of wood without having them slip out of position. Try backing them up with a block of wood with a piece of rubber stair tread tacked to its bottom



If you're taken with acrophobia when perched on a stepladder, provide yourself with a good handhold by building a sturdy square of lumber and clamping it to the top of the ladder



Small machine parts like nuts, bolts, washers, and so on, are easy to clean and won't get lost if you put them in a dime-store "soap saver" and suspend it in the solvent

Still tops them all-the

original "velvet" finish!



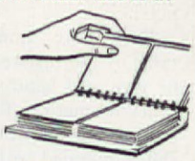
Easy to apply!



Use Liquid Velvet for smart new colors and extreme washability. It's the first and still the best velvet wall paint—made with patented Preshrunk oils! Goes on quickly with brush or roller! Dries in a few hours. One coat covers!

In authentic new colors of the year!

The new Color Manual presents 114 selected Colors of the Year—makes decorating easy! Developed by O'Brien Color Stylists working with *leading* authorities. See it at your O'Brien Dealer's or send coupon today!



Watch for O'Brien's page ad featuring Colors of the Year in this magazine next month!

O'BRIEN PAINTS
TOP QUALITY SINCE 1875
See telephone book for nearest dealer

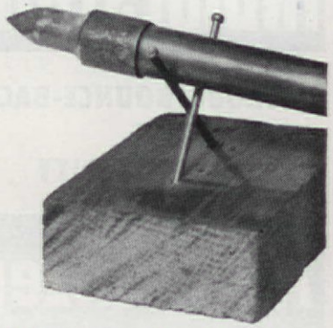
The O'Brien Corporation
Dept. A-3, South Bend, Indiana

Rush ☐ free copy of new Colors of the Year folder containing 63 actual chips ☐ New 1953 O'Brien Color Manual containing helpful hints, color schemes, etc., for which I enclose $1.75 (postpaid).

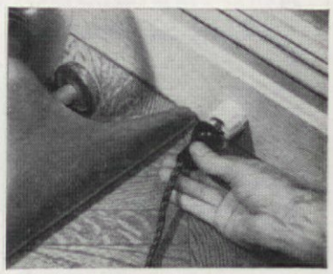
Name.....

Address.....

Handyman How-to's



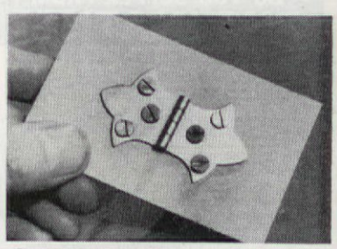
Make a serviceable soldering-iron support by driving two large finishing nails into a three-inch square of wood so that they form an X to hold the iron's tip



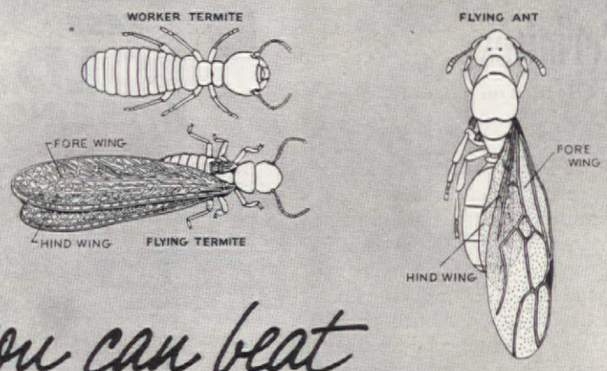
If you plug your turned-on vacuum cleaner into the inoperative circuit before starting to replace a blown fuse, you'll know by the machine's hum when you have hit the right one



Keep glue fresh in a frequently used can or jar by discarding the lid and using a piece of waxed paper instead, held on by a little glue. It's simple and you can replace it often



Secure loose hinges to a piece of cardboard to be sure that none of the screws are lost or misplaced beyond finding when hinge is to be used again



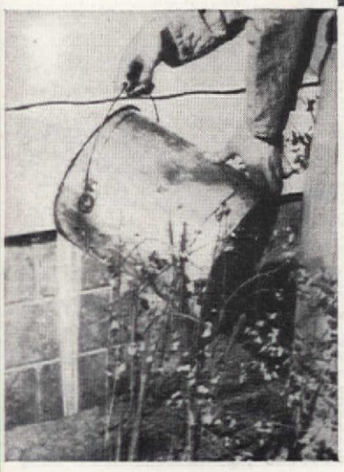
You can beat TERMITES

HUBBARD COBB

It's possible to get rid of termites by shooting them with a rifle, but it's a lot easier and cheaper to destroy these wood-eating little monsters by saturating the soil around the house with a special termite poison which is not harmful to vegetation. Termites have their nests in the damp ground, and the workers, like the little wingless fellow in the illustration, go from nest through the soil to get at the woodwork. This they chew up and bring back to the nest as food for the other members of the tribe. These little workers are blind, can't stand light, and keep out of sight. If they must cross concrete to get from earth to wood they construct little earthen tunnels. Now, if the soil around the house is poisoned, the termites on the outside won't be able to get from the nest to the house, and those already busy eating up your home won't be able to return to the nest and to the damp soil which they require for reasons of health. The ones trapped inside the house die shortly, and those in the nest either die of starvation or they move off to

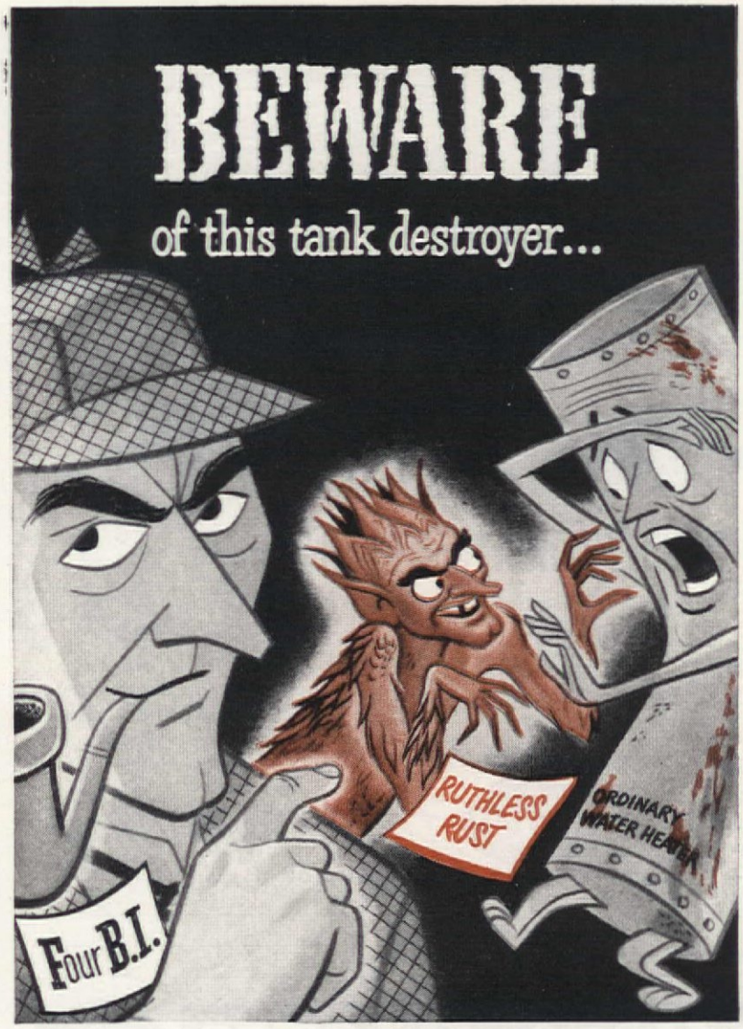


Dig a slanting or V-trench completely around and against the house foundations. If the house has a basement, make this trench 10 in. deep and 6 in. wide at the top. If the house has no basement, trench need only be 6 in. deep. Plants need not be removed as chemical will not cause them harm



Mix chlordane concentrate with water in galvanized iron pail. Use 2½ tablespoons to each gallon of water. Drench the soil with the solution and then replace the soil. Drench the backfill until puddles form. You'll need about ½ gallon of solution for every lineal foot of trench

MORE ON PAGE 148
See "Where Credit Is Due" on page 136



BE SAFE with an A.O.Smith Permaglas® Automatic Water Heater



Gas and Electric Models available in 20- to 80-gallon sizes, AGA and UL Approved.

Look out for "Ruthless Rust." He wrecks thousands of water heaters every year.

Better buy an A. O. Smith *Permaglas* water heater... the water heater with the glass-surfaced steel tank that can't rust because GLASS CAN'T RUST!

Be Safe! Enjoy instant hot water that's always crystal clear and clean as your water supply.

Be sure you get an A. O. Smith *Permaglas* water heater and avoid hot water failure caused by a rust-eaten tank.

The only water heater with Four B. I. protection,

Four Basic Improvements, provided by A. O. Smith:

1. Glass-surfaced steel tank can't rust because *glass can't rust.*
2. Absence of dissimilar metals inside tank.
3. Interior tank fittings shielded from electrolytic action, the cause of all corrosion.
4. "Neutrolizer"... the anti-corrosion stand-by protector.

COSTS NO MORE than ordinary water heaters

For free copy of "MURDER IN THE TANK" illustrated booklet, write: A. O. Smith Corp., Dept. AH-353, Permaglas-Heating Div., Kankakee, Ill. *International Division: Milwaukee 1: Licensee in Canada: John Inglis Co., Ltd.*

Manufacturers also of A.O.Smith Gas Conversion Burners, Home-heating Boilers and Warm-air Furnaces.



A.O.Smith
PERMAGLAS-HEATING PRODUCTS



DOUBLY CONVENIENT bathroom!

Loads of bathroom tuck-away space saves countless steps . . . leaves other rooms roomier, less crowded. The spacious Case *Welsford* lavatory with counter-type deck and face is America's newest bathroom style-setter. It harmonizes perfectly with our famous One-Piece,* the first and only water closet with positive non-overflow bowl. In white and 36 colors. See these and many other Case quality fixtures at Case distributors. Listed in Classified Telephone Books, or write.



Child-proof too . . . a Case exclusive non-overflow fixture

Case *Fine Vitreous China*

NEW FOLDER SHOWS 36 COLORS . . . PLANS

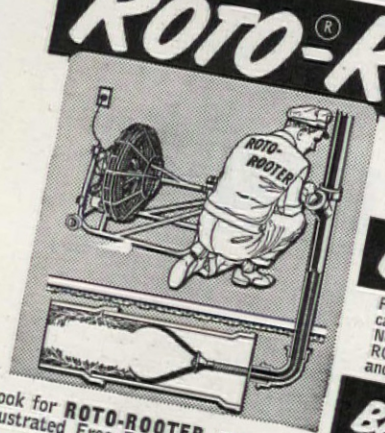
W. A. Case & Son Mfg. Co. Founded 1853
33 Main St., Buffalo 3, N. Y., Dept. A3

Send me your new color folder, "Bathroom Beauty for Today's Homes."

Name_____
Address_____
City_____ Zone____ State____

*PATENTED

ROTO-ROOTER®





There is no way so effective to clean clogged sewers as ROTO-ROOTER. The ROTO-ROOTER Serviceman with his ROTO-ROOTER machine Razor-Kleens every inch of the line.

CLEANS SEWERS

Feather-light steel blades spinning on flexible cable whisk away all roots and debris. No damage to tile. No needless digging. ROTO-ROOTER service is available for bathroom, kitchen and floor drains and even down spouts, too.

SAFE!

BATHROOM DRAINS

Look for **ROTO-ROOTER**, general section, your phone book, or write for illustrated Free Folder on **ROTO-ROOTER** sewer and drain cleaning.

Franchises available in some localities

ROTO-ROOTER CORP., Dept. A-33 Des Moines 14, Iowa

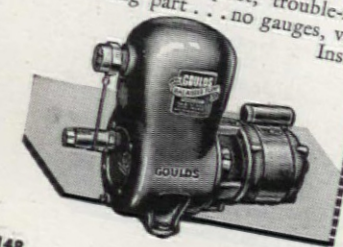
ROTO-ROOTER SEWER SERVICE

A NATIONAL SERVICE AVAILABLE LOCALLY

Buying a Pump?

Want "City Water" Service? Here's good news!

New convenience—and savings—are yours with this remarkable advance in pump engineering—Goulds Balanced-Flow Jet. It needs *no* tank, gives you an instant flow of really *fresh* running water. It primes itself . . . adjusts itself to deliver the exact amount of water you want *at one or more taps at the same time*, within capacity! You save on tank and fittings, and you get quiet, trouble-free service — only one moving part . . . no gauges, valves or tank to replace. Install it almost any place.



NEEDS NO TANK

Mail Coupon TODAY for Free Booklet

GOULDS water systems

Goulds Pumps Inc., Dept. Z-12, Seneca Falls, N.Y.
Send free, 20-page booklet on Balanced-Flow and other Goulds Pumps. Also distributor name.

Name.....

Address.....

Termites

(Begins on page 147)

some other free lunch counter—your next door neighbor's, perhaps.

As termite workers make it a point to keep out of sight, only careful investigation will show whether or not a house has been infested. Look for the little earthen tunnels on the foundations and prod woodwork near the ground such as posts, girders, and window and door frames with a knife or ice pick. If the interior of the wood is soft, there is a chance that termites are at work. Removing a section of the wood will provide definite proof. As termites work only on the inside of wood, small piles of sawdust near woodwork are not necessarily an indication of termites.

The termite reproductive, the one with the wings, does make an appearance in the spring and sometimes in the fall when they swarm to start new colonies. The presence of these reproductives is again not a sure sign that the house is infested, but it's not a very encouraging state of affairs, either, so you should make a thorough investigation of all woodwork, as well as look around for little earthen tunnels.

Lots of people confuse the termite reproductive with the flying ant, which is not fair to either insect. The ant has a constricted wasp-waist, while the figure of the termite is less fashionable. The termite has wings of almost equal length, while in the ant the hind wings are shorter.

As termites are obviously attracted to wood in close contact with the soil, it is helpful to replace any woodwork about the house with concrete or use a wood treated with a preservative. Also remove old roofing stumps and other untreated wood from lawn and ground so as not to bring termites any closer to the house than possible.



If drive or porch interferes with trenching, drill ½ in. holes 18 in. apart through the concrete or blacktop. Electric drills for the purpose can be rented for about $4

EASE COLD MISERY

Take Tabcin BRAND Reg. U.S. Pat. Off.

AT ALL DRUG STORES 45c and 75c SIZES

MILES LABORATORIES, INC., ELKHART, IND.

Foot Relief

Quick-Acting, Soft, Cushioning Foot Plaster

Easily cut to any size or shape

If you use Moleskin, you'll prefer Dr. Scholl's Kurotex. It is so much softer, more cushioning, protective. Easy to cut to sizes and shapes to meet your particular foot needs. Economical! Relieves corns, callouses, bunions and tender spots on feet and toes, caused by new or tight shoes. Flesh color. At Drug, Shoe, Department, 5-10¢ Stores.

Dr. Scholl's KUROTEX

Send for FREE Catalog

BENNETT FIREPLACES

What every home planner needs. Contains a wealth of fireplace facts, pictures and valuable sugresstions for your "perfect fireplace." Write us for *FREE* copy at 353 Water Street.

BENNETT-IRELAND INC.
Chartered in 1906
NORWICH, NEW YORK

SAVE UP TO 50%

Dupont Nylon ELASTIC HOSE

$5.30 per pair & up

Get a perfect fit and save money on seamless, attractive, comfortable Elastic Hose. Two-way stretch assures firm support. Choice of "above or knee length" in "open or full foot" style from world's largest line of 49 numbers. Perfect quality or slightly irregular. Write for FREE illustrated folders.

A.M. MFG. Co. 549 W. Randolph, Dept. AH-3, Chicago 6, Ill.

Sell CHILDREN'S WEAR

MAKE EXTRA MONEY with FREE Style Display

Make EXTRA MONEY introducing world's cutest Children's Dresses. Big selection latest adorable styles . . . AMAZING LOW PRICES. Mothers thrilled . . . order on sight! Big, complete style display FREE. RUSH your name and address TODAY!

HARFORD FROCKS, Dept. J-4324, Cincinnati 25, Ohio

FROM THE RANCH COUNTRY..

INSTRUCTIONS ON HOW TO MAKE DRAPES AND SLIPCOVERS!

Yes . . free instructions on how to make those smart, ranch-style drapes and slipcovers so perfect for the modern or ranch-style home. Instructions are simple, detailed, easy to follow . . you save money when you make your own! Write today for your free instructions.

ITASCA WEAVERS GUILD Dept. B-37, Itasca, Texas

ZUD

GUARANTEED MONEY REFUNDED IF NOT SATISFIED

Removes RUST and STAINS from BATHTUBS, SINKS, COPPER POTS, METALS, RANGES, TILE

FREE SAMPLE

Give names of your dealers.
ZUD is sold at Grocers, Hardware, Dept., 10¢ Stores

RUSTAIN PRODUCTS, Inc., 240 E. 152 St., N. Y. 51

WIPE OUT RATS AND MICE with Surer, Safer...

d-CON is GUARANTEED to destroy the Rats and Mice on your property—or YOUR MONEY BACK! At Drug, Hardware, Feed, Grocery, Dept. Stores, and Mail Order Houses.

d-CON

d-CON CO., Inc., Chicago 12, Ill.

Invisible Gloves For Painting



DU PONT PRO-TEK® keeps paint, grime from staining hands

Now you can keep your hands soft and stainless . . . just smooth on Du Pont PRO-TEK hand cream before you start painting. It acts like invisible gloves. When job is done, wash your hands . . . and wash away all stains. At drug, hardware, auto supply stores—about 49¢.



DU PONT REG. U.S. PAT. OFF. Better Things for Better Living . . . through Chemistry

STICK with LEPAGE'S



For Home Decorating

Wallpaper Remover
Wall Size Wallpaper Paste
LEPAGE'S INC., Gloucester, Mass.
GLUEMAKERS FOR 73 YEARS

YEAR 'ROUND PROTECTION and BEAUTY

Becoming raiment for "naked" doors



ZEPHYR ALL-SEASON DOORHOODS

FORTIFIED AGAINST SPRING SQUALLS AND MIDSUMMER HEAT

Zephyrs flatter your home and increase its value. Doorhood-shelters keep stoops dry; keep muddy tracks outside. Zephyr awnings shelter interiors from blowing rains; protect doors and windows against dampness, swelling and decay. Zephyr permanent awnings admit light and air; repel heat and glare. In the summertime Zephyr's patented ventilated feature (thermo-syphon action) goes to work. Room temperatures are actually kept up to 12 degrees cooler. Imitations are similar in appearance only. Get genuine Zephyrs with thermo-syphon principle. Send coupon for literature and nearest dealer's name.

National Ventilated Awning Co., 605 Hall St. Dept. I, Dallas, Texas

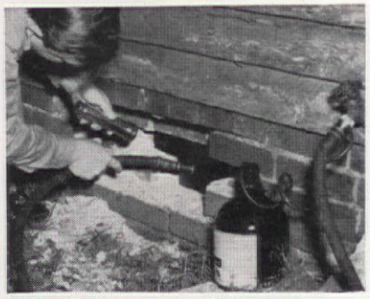
Gentlemen: Please send free color literature on Zephyr All-Season Awnings and advise nearest dealer to consult.

Name _____

St. No. _____ City _____ State _____

Termites

(Begins on page 147)



For houses without basements, all ground under the house should be treated. An easy way to do this is to use a garden-hose mixer of the type used for insect sprays and fertilizers. Use at least 1 gallon of the mixture for every 10 sq. ft. of ground under the house





To treat area around footings in homes where there are masonry-block foundation walls, drill holes two or three feet above the floor so that the solution can be poured into the voids in the block and seep down to footings. Place holes at all vertical joints. A funnel and a short piece of hose are used to pour the solution into the center of the masonry walls



"If you can paint a room, you can insulate your attic with KIMSUL* —it's easy as ABC!"

You don't have to be a carpenter—you need no special tools or equipment—to install Reflective KIMSUL insulation in your home this weekend! KIMSUL is the easiest of all insulations to apply, and complete attic coverage of the average 5-room home costs less than $70! Simply carry the rolls home in your car, cut each blanket to proper length and tack or staple in place. It's easy, easy, *easy!*

KIMSUL employs the world's most effective barrier to heat loss:

1. **Thick Fiber Blanket**
2. **Reflective Aluminum Cover**
3. **Positive Vapor Barrier**

That's *triple* protection in one application—designed to reduce winter fuel bills up to 33% and keep room temperatures as much as 15° cooler on hottest summer days!

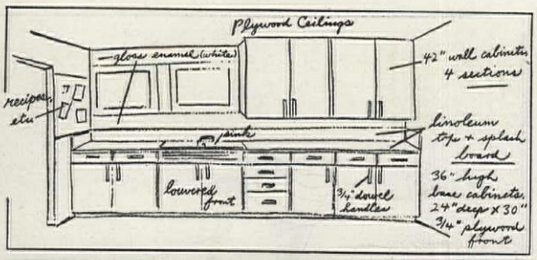
Start enjoying the exclusive advantages of America's finest insulation *now*. Look for the KIMSUL dealer who displays Mr. "Do-it-yourself" (shown below), or write to Kimberly-Clark Corporation, Neenah, Wis.



KIMSUL INSULATION

*T. M. REG. U. S. & FOREIGN COUNTRIES

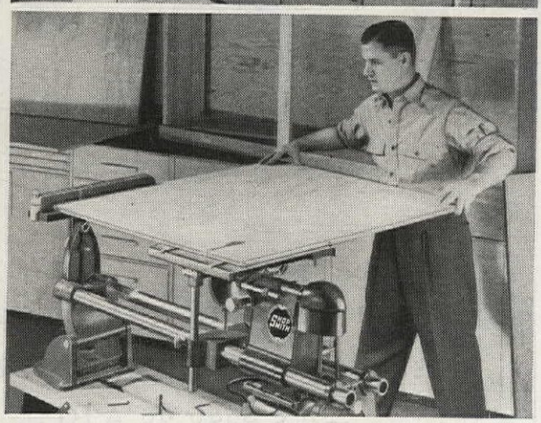
A Product of **Kimberly-Clark**



from this



to this



is easy with this →

...inexpensive too!

With SHOPSMITH, America's largest selling power tool, an amateur can remodel and repair like an expert. It's the five tools you need in one compact, low-cost* unit.

SHOPSMITH is a true multi-purpose tool—an 8" Circular Saw, a 12" Disc Sander, a 33" Wood Lathe, a Horizontal and a Vertical Drill Press. Because of this versatility, because it's a *precision* tool, too, SHOPSMITH is ideal for remodeling kitchens and basements, finishing attic space for that extra bedroom, building living room bookcases, and hundreds of other projects that will improve the appearance of your home and increase its value. Fill out and mail the coupon for your free copy of the SHOPSMITH booklet.

*COMPLETE 5-TOOL UNIT **ONLY $189.50** Motor and bench extra**

Special* SHOPSMITH *motors: 1/2 hp., $34.50, 3/4 hp., $44.50

See SHOPSMITH demonstrated at leading hardware and department stores, or at any Montgomery Ward store.

multi-purpose SHOPSMITH®

***FREE!* Fact-packed 16-page illustrated booklet!**

MAGNA ENGINEERING CORPORATION
Dept. 232-F at factory nearest you:
12819 Coit Rd., Cleveland 8, Ohio, OR Menlo Park, California

Please send my free copy of the SHOPSMITH catalog, and the name of my nearest dealer.

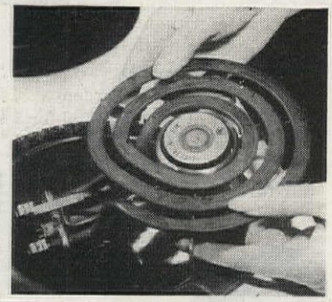
*Name*_____

*Address*_____

*City*_____ *State*_____

Look...it's new!

AUTOMATIC COROX with Electronic eye is a new surface unit which warms, boils, fries, with no danger of burning. Controlled by a single dial, the temperature of food cooking is electronically measured and maintained. $469.95. Westinghouse Electric Corporation

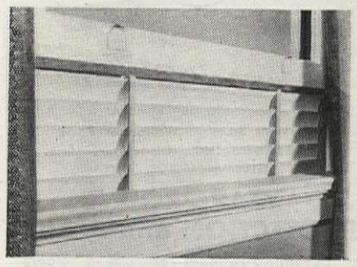




LAZY SUZY, made of aluminum and bright red plastic, cuts cookies five different shapes with one wrist motion. Quick and easy to use, cutters are close together to avoid waste and repeated rolling of dough. $1.50. Wear-Ever, the Aluminum Cooking Utensil Co., New Kensington, Pa.

KEY KNIFE provides lock-out insurance in the form of a combination car key and pocket knife. Knife has hand-edged, high carbon steel blade, unbreakable pearl handle, plastic coated. Send make and year of car, manufacturer's key number—key will be cut without charge. $1.39 ppd. Ross Associates, Box 3107, Baltimore 28, Md.

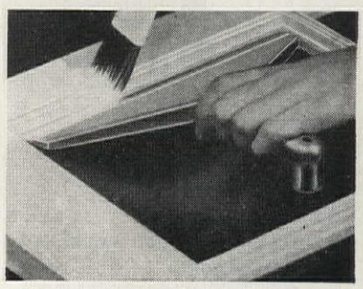




WINDOW-VENT provides draftless ventilation, is weatherproof and made like a Venetian blind. Finished in neutral plastic enamel, it's about 8½" high, adjustable in width. Two sizes—20" to 37" and 26" to 49". $1.98 and $2.49. Lando Products, Inc. 780 Golden Gate Ave., San Francisco

THE BELL PORTABLE SEWING MACHINE is light (under 8 lbs. with carrying case) but far from frivolous. It handles heavy-duty jobs with ease, can be removed from case and clamped on table to provide a free arm. Has 14 attachments. $80. I. J. Moritt Corp., Freeland, Pa.





PAINTER'S HANDY-GUIDE keeps paint where you want it in tricky areas. Wonderful for windows, baseboard, wall-ceiling work. Made of a new and practically indestructible plastic, tool is constructed to slide along without smearing; 5½" painting edge, 65¢. Thoss Mfg. Co., 206 West Third St., North Manchester, Ind.

PRINTED IN THE U. S. A. BY THE CUNEO PRESS, INC.


Could Your Bathroom Look Like This?
No matter what the size or plan of your bathroom, it can include the beauty, color and utility of a Formica Vanitory.*
Send for Formica's full color Bathroom Idea Folder. It illustrates many design styles of vanity counters with built-in lavatory bowl.
Towel storage, medicine chests, and laundry hampers are all practical features that your local Formica fabricator can include in a custom Vanitory* for you.
Beauty Bonded
FORMICA
Reg. U.S. Pat. Off.
Pays in Performance
Guaranteed by Good Housekeeping
Look under "Plastics" in your classified phone book for the name of a Formica Fabricator near you.
*Certification Mark
Write FORMICA
4657 Spring Grove Ave.
Cincinnati 32, Ohio
for literature and actual samples of this easy to clean, hard to harm wonder surfacing.
In Canada: Arnold Banfield & Co., Ltd.
Oakville, Ontario.



Memorable engagement party . . . Heirloom Sterling's Lasting Spring*, romantically beautiful, on pink damask, with tiny symbolic gifts showering from pastel umbrellas

The bright promise of tomorrow begins here—with the proud luster of this solid silver, gleaming symbol of a happy new home. Like a perfect marriage, your Heirloom Sterling grows more beautiful with each passing year—even a hundred years of constant use can't wear it out! Heirloom* Sterling's greatly loved patterns are young in spirit, famous for freshness, originality. Start *your* Heirloom Sterling with just two place-settings if you like . . . add more later. Ask your jeweler about easy-payment terms!

Heirloom Sterling 6-piece place settings from $27.50

